

THE REPORTER OF

# • **Direct Mail**

advertising

**HOW TO CREATE GOOD DIRECT MAIL IN 6 EASY STEPS**

PAGE 23

**HOW AVISCO PROMOTED A NEW PACKAGING IDEA**

PAGE 26

**AN ARITHMETICK FOR DIRECT MAIL—PART II**

PAGE 31

# LIST SELECTION... and ADDRESSING FLEXIBILITY At a Fraction of the Cost You'd Expect to Pay

## SCRIPTOMATIC MODEL 10-S ADDRESSING MACHINE

Designed to bring automatic list handling and addressing selectivity within reach of every mailing list user. Dependable electronic sensing feature permits the Scriptomatic Model 10-S to selectively address and count simultaneously without disturbing file sequence. This is a big order for moderately priced addressing equipment, but you get all this and more in the Scriptomatic Model 10-S!



## BIG Savings...at No Sacrifice! in the Jobs You Want to Do!

The Scriptomatic Addressing and Data Writing System represents the "perfect marriage" of punched card records and addressing equipment. The Model 10-S simply reads the notched edges of any card and prints from it or skips it according to program. Masters are made easily by any typist and electric typewriter in a fraction of the time required to make stencils or plates. Dollar savings are as drastic as the cost of paper versus metal, with extra bonuses in lower labor requirements and up to 75% less filing space.

Some Scriptomatic users have saved enough to pay for the system installation in the first year. Naturally, they are "heroes" in their companies and you can be, too! Write today to Scriptomatic, Inc., 1107 Vine Street, Philadelphia 7, Pa., for detailed literature and the name of your nearest Scriptomatic representative. Chances are, we have some specific Scriptomatic case histories in your field.

### WHAT IS SCRIPTOMATIC?

*A refinement of the chemical transfer process, by which the data to be reproduced is imprinted on the reverse side of the card master as it is being typed. Precise fluid and pressure controls on Scriptomatic Addressing Machines insure high quality legibility and long life for the masters; up to 200 or more impressions, the equivalent of many years of normal list usage. Masters become an integral part of any card filing system and fit right in with any card handling equipment.*

### OTHER BASIC SCRIPTOMATIC EQUIPMENT



Modern Addressing—Data Writing Machines and Methods



Model 101—Larger, more completely automatic. Full punch card field reading



Model 301—High Speed Tape Lister. Full punch card field reading



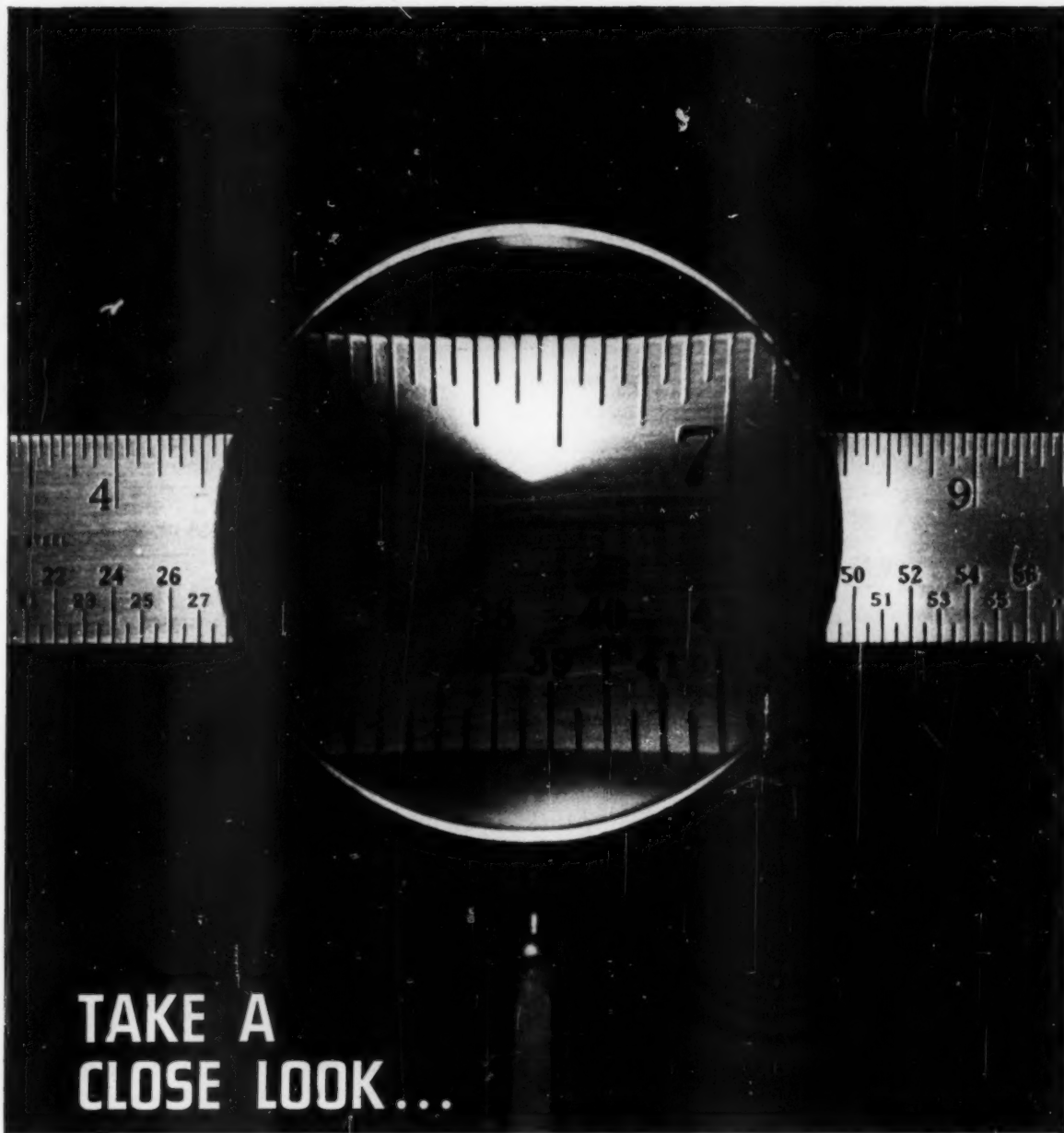
Model 4—Hand Addresser



Scriptomatic Master Card Writer



Scriptomatic Filing Equipment



**TAKE A  
CLOSE LOOK...**

**at this rule  
for planning  
printed  
pieces**

Always plan with the envelope in mind. You have so much more to choose from when you plan a mailing with U.S.E. Envelopes. There are 70 standard styles in hundreds of sizes right at your finger tips in our illustrated Envelope Selector Chart. It's *yours* for the asking. Then—have your envelope supplier give you samples of the U.S.E. Envelopes you think you could use and avoid being at sixes and sevens.

**United States Envelope Company**

General Offices • Springfield 2, Massachusetts

*Plan your advertising with U.S.E. Envelopes. There is a style to suit in a size to fit.*





## Are "hidden costs" upping your envelope expenses?

Invoice cost and actual cost may be poles apart if you're using envelopes that don't perform properly. Stuck flaps and windows... jam-ups on the inserting machine... clogging of the postage meter are some of the ways poorly made envelopes can skyrocket your original envelope costs.

That's why so many cost-wise buyers won't settle for anything less than Tension Envelopes. They've found that the spoilage and time-consuming problems that they've always taken for granted with ordinary envelopes just don't occur with Tension products. Because of uniform quality and trouble-free performance, the invoice price of a Tension Envelope is the net price without extras.

Want to see how Tension Envelopes can cut your mailing costs? Send the coupon below for FREE Envelope Idea Kit!



### TENSION ENVELOPE CORP.

Campbell at 19th Street  
Kansas City 8, Missouri

Kansas City • Ft. Worth • Des Moines  
Minneapolis • St. Louis • So. Hackensack

Tension Envelope Corp. 364  
Campbell at 19th St.  
Kansas City 8, Mo.

Please send me FREE  
Envelope Idea Kit No. 4

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

THE REPORTER OF

# Direct Mail

advertising

Vol. 23, Number 1

May, 1960

## DEPARTMENTS

SHORT NOTES .....	4
DMAA NEWS .....	32
REED-ABLE COPY—by Orville Reed .....	34
UPGRADING LETTER COPY—by Paul Bringe .....	37
NAMES IN THE NEWS .....	43
SOURCES OF SUPPLY .....	44
FRONT PORCH SCUTTLEBUTT—by Henry Hoke .....	47

## FEATURES

THE IMPACT REPORT—Henry Hoke, Sr. ....	21
HOW TO CREATE GOOD DIRECT MAIL IN 0 EASY STEPS Mort Weiner .....	23
HOW AVISCO PROMOTED A NEW PACKAGING IDEA .....	26
HOW A RESTAURANT BRINGS IN BUSINESS DURING SLOW PERIODS. ....	23
BILL INSERTS . . . HOW TO HITCH-HIKE YOUR WAY TO MORE BUSINESS AND GOOD WILL—William McKenna .....	29
AN ARITHMETICK FOR DIRECT MAIL—PART II .....	31

The Reporter of Direct Mail Advertising is published monthly at 224 Seventh Street, Garden City, L. I., New York. Subscription price is \$6.00 a year. Second class postage paid at Garden City, N. Y. and New York, N. Y. Copyright 1960 by The Reporter of Direct Mail Advertising, Inc. The Reporter is independently owned and operated. In addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association, 3 East 57th St., N. Y. 22, N. Y., receive The Reporter as an Association service. Part of their annual dues pays for a subscription.







**PUBLISHING OFFICES:**

224 Seventh Street  
Garden City, L. I., N. Y.  
Pioneer 6-1837

Henry Hoke, Jr.  
Publisher

Peter S. Fischer  
Field Editor

M. L. Strutzenberg  
Business and Readers Service

G. M. Bornbusch  
Circulation

M. K. Coleman  
Advertising and  
Merchandising Production

**Editor:**

Henry Hoke, Sr.  
3 Bluff View Drive  
Belleair  
Clearwater, Florida

**ADVERTISING OFFICES:**

**NEW YORK**

John J. Patafio, Jr.  
224 Seventh Street  
Garden City, L. I., N. Y.  
Pioneer 6-1837

**MIDWEST**

J. K. Rotskoff  
605 N. Michigan Ave.  
Chicago 11, Illinois  
DElaware 7-0120

**WEST**

H. L. Mitchell & Associates  
1450 Lorain Road  
San Marino, California  
CUMberland 3-4394

The  
copy  
below  
was set at  
100 words  
per  
minute!

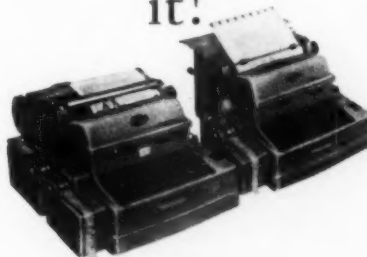
This copy was transcribed by a typist on the recording unit of a Friden Justewriter, thus producing both a first proof and a coded paper tape. The tape was then inserted in the reproducing unit which automatically prepared the repro proof at 100 words per minute, automatically justified and error free.

There is no faster method of preparing straight composition for reproduction.

The net output speed of the Justewriter is limited only by the speed of the typist. If she's a 70-word girl on an office typewriter, that's how fast she can operate the recorder. (There's nothing to slow her down: justification is automatically performed by the machine; errors are corrected by simply pressing one key.) Type faces? Take your pick of fourteen styles from 8 to 14 point.

© 1960 FRIDEN, INC.

These  
are the  
machines  
that did  
it!



Get full information from your Friden Man. Or write: Friden, Inc., San Leandro, Calif.



Friden

SALES, SERVICE, INSTRUCTION THROUGHOUT U.S. AND WORLD

## INSIDE OCCUPANT MAIL

OCCUPANT  
239 N. 4th St.  
Columbus 15, Ohio

**QUESTION: HOW CAN I USE OMLA SERVICES WITHOUT THE DELAY OF SHIPPING TIME AND FREIGHT COSTS TO COLUMBUS, OHIO, FROM OUR CHAIN IN KNOXVILLE, TENN.?**

**ANSWER:** The formation of Occupant Mailing Lists of America, Inc., was due to the need for a one-source occupant list mailing service. The time factor prevalent in most advertising promotions and the need to hold down expenses also created the need for a local mailing service to most advertisers.

In acknowledging these needs OMLA affiliates have been established in many cities. Through our combined resources OMLA can provide a complete occupant mailing service, locally and economically, with lists on Cheshire tape, Dick strips, or cut gummed labels. OMLA also has the experience to help you with the planning of your occupant mail promotions.

The lists available from OMLA may be specified by zones and areas as defined on our maps which will be furnished on request. We also furnish post office and rural route boxholder information along with facing slips thereby reaching boxholders served by your stores. However OMLA's prime function is to make available through one source occupant addresses for any area in the United States at a reasonable cost. Included in OMLA's one-source service are: unlimited mailing facilities at your disposal, expert consultation on choice of areas to be mailed, availability of lists for whatever mailing you wish to undertake.

It is our desire that every advertiser have the availability of occupant lists for his use at a reasonable cost . . . for huge chains or small stores . . . for a single local area or the entire country.

**WHAT IS YOUR QUESTION?** Your questions answered in this column can benefit all. Write . . . I'll send you a free copy of Will Storing's authoritative book "How to Think About Occupant Mail Advertising." Will presents many capsule case histories and tips about the best uses of Occupant Mail Advertising. A valuable addition to your library.

Les Cullman, President

# OMLA

OCCUPANT MAILING LISTS OF AMERICA, INC.

239 N. Fourth St., Columbus 15, Ohio



## SHORT Notes

### DEPARTMENT

We welcome your direct mail ideas and news items for this department.  
Send all material to Short Notes Department, The Reporter of  
Direct Mail Advertising, 224 - 7th St., Garden City, N. Y.

**□ HELPING RETAILERS TO LEARN** promotion is a project of the Aluminum Company of America, 729 Alcoa Building, Pittsburgh 19, Pa. The Market-Maker Division has prepared a 12-page, 8½x11" manual titled, "Hardware Idea Book." This promotional planning guide rapidly reviews and digests all the basic fundamental rules for promotion. And then it outlines various possible promotion programs within certain fixed budgets. These kits are available to hardware dealers free of charge on request. The average independent retailer needs this kind of education.

**□ IF YOU WOULD LIKE TO KNOW** how business organizations feel about office collection drives, write to Industrial Relations News, 230 W. 41st St., New York 36, N. Y. and ask Mr. R. Halpin for a release on the subject. A survey among 200 personnel executives indicates that 71% of the companies permit private fund raising by employees for events such as weddings and birthdays. Some companies permit baseball pools and other minor forms of gambling. About 27% of the respondents have outright prohibitions against office collections of any kind.

**□ THERE IS A NEW DIRECTORY** of Members of Advertising Agency Networks. It is the third annual issue and is available from Long Advertising Management Publications, 5347 N. Santa Monica Blvd., Milwaukee 17, Wis. This directory is edited by W. H. Long of Whitefish Bay, Wis., who is the author of the Long System of Advertising Agency Compensation. The Advertising Agency Network movement is 32 years old, the first one being founded in 1928 by Lynn W. Ellis. The seven Agency Networks today have 189 member agencies: 174 in the U. S., 5 in Canada and 10 abroad. Of the 189 headquarter offices, 66 are also members of the American Association of Advertising Agencies. Differing from the 4As, the

Networks interchange marketing services and ideas, and many of their functions are explained in the Long Directory.

**□ PHOTOGRAPHY IS A BIG SUBJECT.** We've been looking at a catalog issued by Amphoto, 33 W. 60th St., New York 23, N. Y. It is offered free to libraries, schools, colleges and amateur and professional photographers. The catalog lists and describes more than 500 photographic books. They are arranged in 47 different classifications by subject, title and author. The new catalog lists not only previously published photographic books . . . but includes those in process for publication during 1960.

**□ WE WONDER HOW MANY COMPANIES** make use of the usually empty space on the back of their envelopes . . . for keeping their list up-to-date. More should. Especially house magazine editors. The Garden City Envelope Co., 3001 N. Rockwell St., Chicago 18, Ill. uses a large blue arrow on the back flap with the wording, "We need your help," in reverse. Below is a request to the recipients of their newsletter to return the envelope with corrections in case the address plate on the front side is wrong.

**□ ONE OF THE FINEST** advertising portfolios we have ever seen has been produced by National Distillers Products Co., 99 Park Avenue, New York 16, for their Old Crow label. The 15" x 12" book is covered with leather with gilt imprinting and a brass spiral binding. The pages are printed on heavy coated stock and most are covered with more gold gilt. Inside copy is printed in gilt, black and maroon. There are several four-color illustrations, pockets holding promotional material, a short squib by Robert Ruark, and reprints of many of the famed "Old Crow" testimonials by historical figures. Copies of this splendid leather portfolio have been distributed

to Old Crow wholesalers' salesmen, large retailers, merchandisers who dress window displays in liquor stores and to members of state liquor commissions (where they exist). In addition, many wholesalers have been given additional copies to distribute to their top retail outlets. Altogether 7,000 portfolios were printed, at a cost of \$8.00 apiece—\$35,000 as compared to an overall advertising budget of 4 million dollars. Probably little chance of getting a copy (due to limited run and high cost of each piece) but this portfolio is certainly worth seeing. If you're feeling exceptionally brave, you might write John Tallman at National Distillers and ask for one. If none are available, you can see a copy at Mead Paper Company's "Library of Ideas," 230 Park Ave., New York City.



□ **READY-MADE RULES AND BORDERS** for offset paste-ups are now available from Fototype Inc., Chicago 13, Ill. Their new product, Rule-Pak is ready-to-use strips of typographical rules and borders printed and pre-cut on



pressure-sensitive paper stock. Included among Rule-Pak's 38 styles and sizes are headline rules, bold rules, office form rules, decorative and eye-catching borders for editorial and advertising use. Each sheet measures 6" x 12", contains up to 1,000 linear inches (depending on width), and costs 50¢. Full information from Fototype.



□ **LIST BROKERS, ATTENTION:** Here's a letter received by Dunhill Mailing Lists Inc., 444 4th Avenue, N. Y. C. and forwarded on to us. It's written by a seaman and seems sincere. Quote: "I will be getting out of the Navy in a few months, and having saved some money, am contemplating a trip to Europe—not as a tourist. I am in the market for a wealthy woman, single, my object is matrimony. I have been told by some people to try St. Moritz. This is something I don't know. When I wrote to the above named firm (Ferguson Research Specialists of Ozone Park, NY)

## HOW TO PUT ACTION INTO YOUR DIRECT MAIL

Over and over, direct mail has proved its ability to create leads for salesmen, dealers, distributors . . . open the door to sales against pressure from the toughest competition. And yet, with all that has been learned from studying measurable results, many an otherwise hard-headed firm sends out mailings—a letter, a brochure, a broadside—as though there were some other reason for spending money on advertising than **making money.**

Now, to broaden your understanding and to help you apply the tested principles of successful mail advertising, The Creative Division of James Gray, Inc. has created a new booklet titled, "How To Put Action Into Your Direct Mail". It is free and will be mailed to you without obligation at your request.

In just a few pages, and with concrete examples, the booklet explains how to plan an over-all mailing effort; build a mailing list of prospects; know **before** you spend money whether or not your mailing has a chance to succeed. You will discover how to use the same envelope that now merely carries your catalog or price list to bring back actual orders or pave the way for larger orders from your salesmen. You will have a check list of do's and don'ts based on years of mail advertising experience.

**And you needn't suspect our motives in making this free offer.** True, the booklet is devised to bring the creative services of James Gray to your attention. But we have made certain that it is a completely self-contained, shirt-sleeve booklet that you can use with no strings attached.

To receive your free copy of "How To Put Action Into Your Direct Mail" and have our years of experience guide your thinking and improve your results, write today. You will find the booklet a real value, indicative of the service we render.

### The Creative Division OF JAMES GRAY, INC.

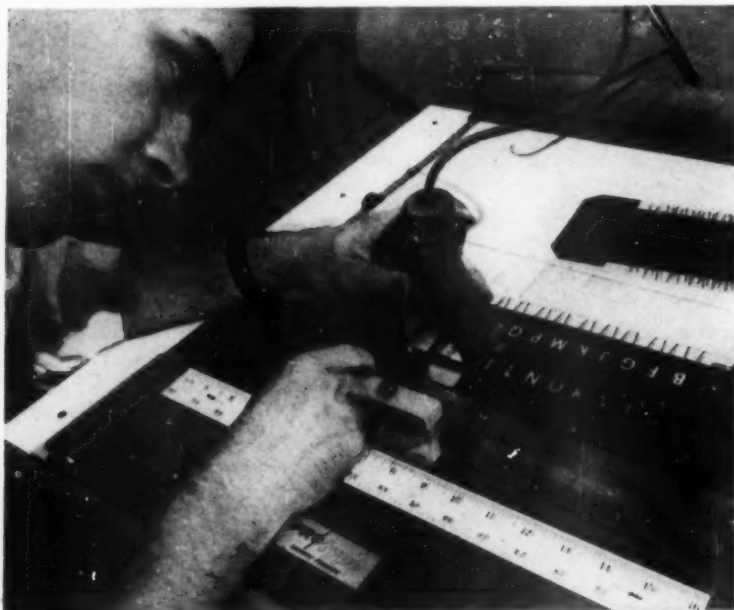
216 East 45th Street, New York 17, N. Y.  
MURRAY HILL 2-9000

they said they would tell me where I could get a list of wealthy women's addresses. Now I don't know if they meant Europe or the U. S. or both. I would be willing to pay any reasonable sum for these addresses." End of quote. Any of you list brokers who would be interested in this challenging assignment, write to Dunhill Lists as we are washing our hands of the whole thing right now.

☐ **A 408 PAGE HANDBOOK** listing, describing, and sampling a wide variety of type faces is available from Haber

Typographers, Inc., 115 West 29th Street, NY, NY. This very comprehensive book covers many, many new type faces in a complete range of sizes available in handset or linotype. In addition, a convenient character-count reference table is provided for all linotype faces. If you'd like a copy, just write on your firm letterhead to Haber Typographers, Inc.

☐ **FOR THE NEXT SIX MONTHS**, as the moon starts to disappear of a week-



*Report from one of the nation's largest ad agencies:*

## OUR PROTYPE PAID FOR ITSELF- *on its very first job*

*says J. R. Holohan, head of Visual Presentation Department, Young and Rubicam, Inc.*

"About a year ago, we looked into ProType for our expanding Visual Presentation Department," Mr. Holohan adds. "We needed a simple, low-cost way to set type. And it had to give absolutely professional results.

"ProType looked like the best bet. After a year's use, the savings have been tremendous. We use ProType to present new campaigns, on year-end reports, slides, proposed television commercials and other material.

"Time-savings are important, too. We can set ProType display lines in minutes—editorial changes can be made on the spot. It's a wonderful adjunct to hot type!"

Learn more about the photocomposition system that sets display type fastest and best. Call your Davidson distributor, or write us today. Davidson Corporation, subsidiary of Mergenthaler Linotype Company, 29 Ryerson Street, Brooklyn 5, New York.



end morning and the crickets are letting out their last nocturnal chirp, hundreds of your prospects will be out on the golf course flailing away at that most enigmatic of mortal adversaries, the golf ball. Now, through the courtesy of the Golf Ball Advertising Company (1528 Walnut St., Philadelphia, Pa.) your prospect can bash away at you, too. Merely imprint your name and/or logo on the ball's cover. GBAC will do this for you—on both sides of the ball—and the cost is a reasonable \$8.00 dozen (in 6 dozen lots). Tried out the sample ball and it works fine. Liquid center, good quality. We can't help feeling though, if that prospect is a duffer, what must run through his mind when he tops the ball, or misses a putt by six feet, and then stares angrily down at your imprint. Then again, he might make a hole-in-one, and as he picks the ball out of the hole, he'll see—Well, if you're interested, you might write the company. If nothing else, the golf ball is certainly apropos right now.

☐ **A REVISED EDITION OF "60 BEST BUSINESS LETTERS"** has been published by Auto-Typist (American Automatic Typewriter Co., 2323 N. Pulaski Rd., Chicago 39, Ill.). This 72-page booklet features 60 best business letters as used in the following classifications: Manufacturing, Retail, Financial, Hotels, Schools, and General Business. Letters are all good and provide a handy guide as to what others have used successfully. Copies are available by writing Auto-Typist above.

☐ **ANOTHER GOOD POSTAL MANUAL** is available free of charge from Mail-Well Envelope Co., 2515 Mail-Well Drive, Portland 22, Oregon. Company also has branch offices in 13 other West Coast cities. Their 6x9", 52-page booklet is titled: "Postage Economies and Mailing Methods." Contains all important postal rates and regulations, plus many hints for postal economies. Worth having in your library.

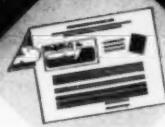
☐ **IF YOU WANT** some money-saving ideas for your mailing department or mailing procedures, write to Air Transport Association of America, 1000 Connecticut Ave., N. W., Washington 6, D. C. and ask for their new 16-page, 8½x11" brochure titled: "The Gold Mine in Your Mail Room." The writers of this manual estimate that \$20 million is spent unnecessarily each year because the postal services are not adequately



# MEET OUR TEAM...

## RETURN-A-CARD LETTER

Our most useful and most popular sales tool. Available in two letter sizes: regular 8 1/2" x 11" and monarch. Used most often to secure leads for salesmen, charge subscriptions, to maintain inquiries for literature. Can be printed on both sides. *Illustration*



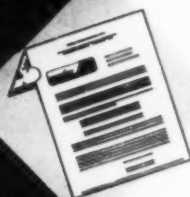
## RETURN-A-CARD MEMO

For informal, short copy reminder promotions and especially useful as low-pressure renewal letters, mailing list cleanups. Product should be established and well-known, and not require long explanatory copy. In two sizes: 7 1/4" wide x 7 1/4" deep for monarch envelopes, and 8 1/2" wide x 7 1/4" deep which leaves room for copy if needed. Can be used with either reply cards or reply envelopes, depending on the particular situation.



## RETURN-A-CARD SELF-MAILER

Most useful when a lot of room is needed to illustrate your products. Serves as a catalog supplement or even stands on its own feet as an "order-getter". Attached reply card already bears prospect's name and address and needs no postage for mailing. Two sizes: 9 1/2" x 12 1/2" or 11" x 17". Can replace a brochure, and also serve as an efficient mailing piece.



## RETURN-VELOPE LETTER

For cash, check or money order, returns, magazine subscriptions, donations, or when privacy of sales information is important (charge accounts, credit information). Reply envelope is printed in any color and detached easily. Envelope need not be removed until prospect is ready to answer. Letter sizes: 8 1/2" x 11" and monarch.



## RETURN-A-GRAM

Attracts attention and stimulates immediate action whenever a sense of urgency would lend itself to your promotion. Used most often for magazine renewal promotion, but also can be adapted easily to new product promotion, timely book promotion to specific fields, etc. Gram size 7 1/4" wide x 7 1/4" deep, accommodates both reply cards or reply envelopes, and mails in matching manilla envelope.



Most of the time...

It's not what you do -

But, the way that you do it!

If you've been considering a test on our Return-A-Card format, but didn't quite know just how our letter would fit into your promotion plans, perhaps the above description of the various formats available will ring a bell. **PRICES ON REQUEST.**



## SALES LETTERS, Incorporated

COPY • ART • LISTS • PRINTING • MAILING

155 West 23rd Street — New York 11, N. Y.  
Tel. WA 9-2680





# Ansa-Letter

RESPECTFULLY SUBMITS  
ITS COMPLETE PRICE SCHEDULE  
FOR YOUR REVIEW AND APPROVAL

QUANTITY ▶	5,000	10,000	25,000	50,000	100,000	250,000	500,000	1,000,000
PACKAGE	COST PER M							
<b>1 STANDARD PACKAGE</b> 8½ x 11 letter printed one color black, 1 side, die-cut and patch, folded, 5¼ x 3¼ Business Reply Card, printed black 2 sides, #9½ outside envelope, 4¼ x 8¾ with glassine window, printed black corner card and indicia.	24.50	22.00	19.50	17.50	16.50	16.00	13.50	13.00
<b>2 MINIATURE</b> 6 x 9 letter, reply card, #7 outside envelope 6½ x 4¼—all printed as in #1.	22.05	19.80	17.55	15.75	14.85	14.40	12.15	11.70
<b>3 ANSA-GRAM</b> 8½ x 7¼ letter, reply card, #9½ outside envelope, all printed as in #1. All yellow stock.	X	X	18.50	16.60	15.75	15.25	13.85	13.35
<b>4 SELF-MAILER</b> Letter, open size 11 x 8½, folded to 4¼ x 5½, reply card—each printed black both sides. If you prefer 3¼ x 5½ Business Reply Envelope in place of Reply Card above, add ... Each extra color on letter, per side, add ... Signature only in different color, add ... Each extra color on reply form, per side, add ...	X	X	15.50	14.55	13.75	13.25	13.10	12.85
	10.00	6.60	5.40	4.90	3.20	2.80	2.10	2.06
	4.40	4.00	2.60	2.00	1.00	.95	.85	.75
	1.00	.90	.70	.50	.35	.25	.15	.10
	2.90	1.75	1.40	1.10	.75	.50	.45	.40

Ansa-Letter maintains facilities for complete first and third class mailing operations. Art, type, composition, plates furnished extra at cost.

**FREE!**

This sample  
Ansa-Letter Folio  
is yours Free,  
without obligation.

Please write  
for it on your  
letterhead to  
Mel Berlin S/P/M



## Ansa-Letter

DIVISION OF LATHAM PROCESS CORP.

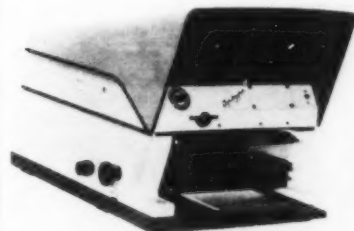
200 HUDSON STREET  
NEW YORK 13, N. Y. • Worth 6-4500

**PLUS!**  
extra fine quality  
printing • extra fast  
delivery • extra services  
**AND PLUS!**  
special low prices for total  
annual volume runs  
exceeding 250,000  
500,000 • 1,000,000

understood. The practices outlined in this manual can save money, save time and develop a more efficient operation. It should be read by all workers in your mail room as well as secretaries and department heads.



□ **A NEW AUTOMATIC LINE-COMPOSING** machine called the Optype has been manufactured by Specialties Inc., Skunks Misery Road, Syosset, N. Y. This new machine is suitable for use in any office or plant where low-cost preparation of copy for printing reproduction is a necessity, according to the



manufacturer. The Optype styles, justifies and photographs simultaneously from any original copy prepared on IBM type-writer, varitype or handset type. It can produce as many as 80 variations from one type style, incorporates headlines and captions within a page and enables the operator to make line or paragraph corrections without delaying any operation. Trade marks and line drawings can be reproduced in proportionate sizes, and copy can be italicized or condensed without distortion. For full information, write the manufacturer. (Incidentally, that Skunks Misery Road is a bonafide address. Until a year ago, street was named Oak Drive, but residents petitioned to change it to its present aromatic moniker. Certainly, we hope, not for product identification purposes.)



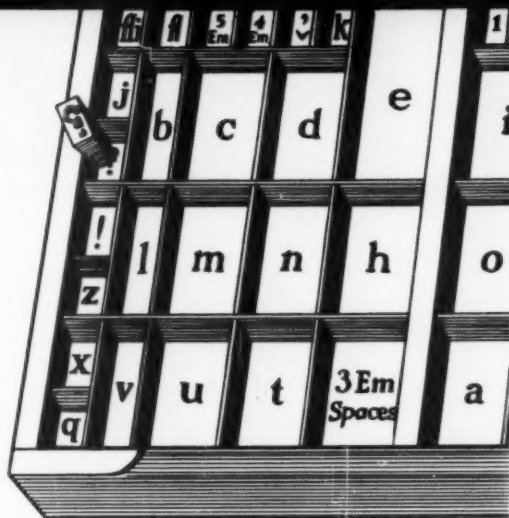
□ **"100 WAYS TO SAVE MONEY** in packing, shipping and stockroom operations" is the title of a special research report prepared by Manpower, Inc., 820 North Plankinton Avenue, Milwaukee, Wisconsin. The booklet covers the following areas: general administration, packing, shipping, packaging, warehousing and public warehousing. Copies of this 12 page booklet available free by writing to Manpower, Inc.



□ **HAROLD NORMAN'S ADVERTISING IS FOR THE BIRDS.** For small birds, anyway, because the bird house he's been mailing won't hold anything larger than a runty hummingbird. In



**DO YOU KNOW** what kind of paper this is? No fair looking at the watermark. Clue #1: It's made with Neutracel® pulp. That's why the uniform level surface takes a crisper, clearer impression—the kind that keeps customers happy.





Clue #2: More secretaries type more letters on this bright, white sheet than on any other watermarked paper. They do their best work on it.



More help? Clue #3: Erasing mistakes is easy on this paper. But no printer makes a mistake when he gives a customer this best-known name in paper. It leads to profitable repeat business for you.

**ANSWER:** You guessed it! Hammermill Bond! To be exact, Hammermill Bond, Bond finish, Substance 24, white. Also available in 13 colors with envelopes to match. Why not use Hammermill Bond on your next job . . . and get all these advantages. Ask your Hammermill Merchant for the free Hammermill Bond sample book. And while you're at it, get a copy of the new Hammermill Bond Letterhead Portfolio. Hammermill Paper Company, Erie, Pennsylvania.

fairness to Mr. Norman (located at Story Book Village, Green Lane, Pa.), his red enamel bird house is a real attention demander. Comes in a square cardboard carton with 18½¢ postage, with a card stapled to the birdhouse roof and a business reply card loose in the carton. Copy on card reads: "With Winter here can Spring be far behind? And with Spring, we welcome new friends, new hopes, new ideas." Goes on to point out need for new advertising approach and promotional outlook. Invites recipient to "hatch" an idea or two with him. Happy birdwatching, Mr. Norman. It's a swell promotion.



□ **A VERY CLEVER REMINDER** piece from (of all places) John Rosen Advertising Reminders was one J. R. used to remind customers of their own change in phone number. The miniature 8-page booklet called "Professor Rosen's 5-Step Memory Training Course—Short Version" features five humorous steps toward remembering Rosen's new phone number. The rules for remembering are: Attention, Exaggeration, Association, Analogy, and Reference. One page features the new number AL 2-8081 in a variety of type faces which the recipient is supposed to study. Another shows the number painted on a cow's side, and on an airplane. Included with the booklet was a 3½" ball point pen with attached handy-dandy dialing tool for use near the phone. You guessed it. The new number was printed on there too. If you'd like to see a sample of this ingenious piece, write John Rosen at 606 North Fourth Avenue (P.O. 935) in Phoenix, Arizona.



□ **A COMBINATION CLIPBOARD AND KIT** is now available from American Thermoplastics Company, 425 First Avenue, Pittsburgh 19, Pa. This kit is available in both 8½" x 11" standard size or 8½" x 14" legal size. The kit, with a clip inside and pockets for hold-



ing material comes in a variety of colors and printing, is available in gold or screen-printed colors. Price of this combination clipboard-kit is 98¢ each in lots

of 500 with lower prices for larger lots. According to the manufacturer, it is well suited for salesmen's use, executive meetings, plant records, payroll data, house orders, trade show literature or for use as a premium gift or advertising remembrance. For further information, write American Thermoplastics Co.



□ **FUNDRAISERS** might be interested in a recent mailing made by The University of Chicago Alumni Foundation. Besides a covering letter—soft-sell in

nature—there is a small folder enclosed entitled "What Would I Do With a Million?" written by Budd Gore, Chairman of the Alumni Foundation Board. In the folder, Mr. Gore points out that the million in unrestricted funds is an impossible dream, but if he had access to it, he would spend about half on books for the undernourished library and most of the rest on raising faculty salaries. Points out that these two areas are vital to any school, but always suffer when funds are being disbursed. A very

**APPLIES LABELS TO MORE THAN**

# 15,000 printed pieces

**PER HOUR**



**Automatically feeds, cuts, glues and attaches address labels to magazines, newspapers, tabloids, catalogs and flyers. Applies roll strip labels, continuous pack form labels, and tape strip labels pre-addressed from your plate, stencil or punched card system. Even applies cut or individual labels! Easily adjusted for changes in thickness of piece or position of label.**

**The Cheshire Model C.**

*Write for descriptive brochure*

**Dept. RDM-5**

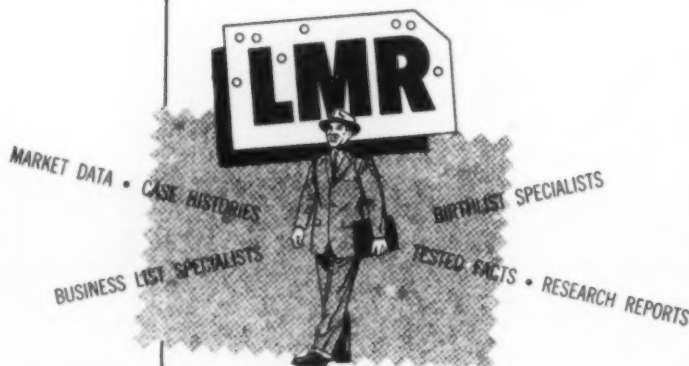
**1644 N. Honore St. • Chicago 22, Ill.**

**CHESHIRE**

**INCORPORATED**



## KNOWN FOR *Accuracy*



### *"The Man in the Gray Tweed Suit"*

RESEARCH  
COORDINATION  
SERVICE  
CREATIVITY  
IDEAS  
FACTS  
SELECTIVITY  
RESULTS  
**ACCURACY**

The LMR statement appearing above... "Known For Accuracy" could very well have read, "Known For Deliverability". Accuracy in list building points directly and emphatically to *percentage of deliverability*.

The accuracy of any list is based on three important factors:

1. A competent source
2. The compiling personnel
3. Exacting maintenance

LMR's source of fresh, up-to-date lists, is emphasized by repeated profitable mailing results.

LMR's compiling personnel are made up of experienced and well trained people who carefully conform to our high standard of accuracy.

LMR's exacting maintenance means just one thing... careful, constant, and current revision. Up-to-date lists, well organized personnel, exacting maintenance, and a "proven by results" name source round out LMR's list superiority.

"The Man In The Gray Tweed Suit" LMR List Consultant is known for his accurate analysis of all phases of a direct mail program.

To contact "The Man In The Gray Tweed Suit", ask your list broker to arrange an appointment...

*Lisle M. Ramsey and Associates, inc.*

404 SOUTH FOURTH STREET, SAINT LOUIS 2, MISSOURI, CHestnut 1-6626

COMPILERS OF NATIONWIDE BIRTHLISTS AND BUSINESS LISTS

fine message, and a strong appeal. You could probably get a copy by writing the University of Chicago Alumni Foundation at 5733 University Avenue, Chicago 37, Ill.



□ **MEMO TO A CERTAIN** advertising agency in the Midwest which recently ran an advertisement in the Wall Street Journal... offering a pamphlet on an important subject: Your copywriter or layout man listed only the four cities in which your agency has an office. No street addresses! No company in the country is too big to have a street address... or to help the hard working postal employees (some very new) to find where letters should be delivered.



□ **PAPER PRICES ARE GOING UP** at least \$10 a ton, according to David L. Luke 3d, executive vice president of the West Virginia Pulp and Paper Company. In an interview following the company's annual meeting on March 22 (as reported in *The New York Times*) Mr. Luke stated that increases had gone into effect in January on spot orders, and smaller increases are being made in uncoated printing grades where markets are not as firm as those for coated grades.



□ **OUR RURAL READERS** will be interested to know there is a new mailbox on the market that could be a sparkling addition to their home exterior. The Lux suburban mailbox is manufactured from heavy gauge stamped zinc-coated steel covered with a glass-smooth acrylic automobile finish. The hood of



the box is finished in high test chrome plate. Box can be swivel mounted allowing the box to remain level at a variety of heights. This modernistic receptacle comes in Chrome Blue for \$19.95 or Thunderbird White at \$16.95. Optional accessories costing \$5.00 (base, swivel,



# GIVE YOUR PROMOTION THE GOLDEN TOUCH



GOLDEN TOUCH adds spark and excitement to your sales. Easy writing pressure transfers superior quality, long-lasting genuine gold to any surface—paper, plastic, metal, wood, glass, leather, fabric.

Grown-ups and kids can draw, trace, ornament and write in real 24 karat gold with any pencil, ballpoint pen or stylus.

Brilliant, tarnish-proof gold strips are singly packed in strikingly styled two-color acetate...a luxury design to complement and distinguish your holiday promotion and special year-round premium offers.

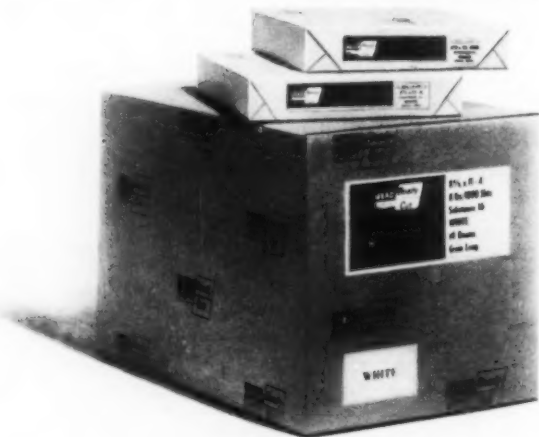
ADD GLITTER TO GIVING. Write for samples of three varieties of GOLDEN TOUCH.

## GRAUERT OF GOLD STREET

100 GOLD STREET ■ NEW YORK 38, N. Y.

[illegible]

## ***"Ready-Cut", Ready-to-Print Papers!***



**A complete line of  
CUT-TO-SIZE papers from  
MEAD...manufacturer  
of the world's broadest  
line of fine printing papers**

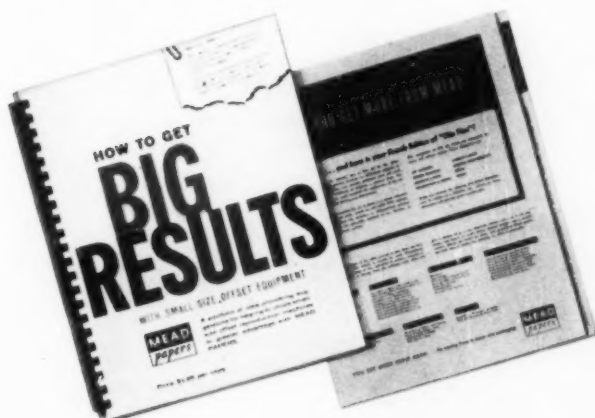
# This new line of Mead papers for use with all small size offset reproduction equipment is...

- \* *"Ready-Cut" in sizes for your specific needs*
- \* *"Ready-Cut" and attractively packaged*
- \* *"Ready-Cut," Ready-to-Print!*

You get more from Mead in the new line of "Ready-Cut" papers for use with all small size offset reproduction and duplicating equipment. You can choose from a wide range of weights, colors and finishes in business papers, book cover, index and bristol grades.

"Ready-Cut" papers are attractively pack-

aged and protected to the moment of use by Mead's famous moistureproof wrapper. The complete line of these top quality, cut-to-size papers is available now from your Mead Merchant. Ask him for a copy of a handy "Ready-Cut Selector" chart that lists all of the items in Mead's new line of cut-to-size papers.



## You also get more from Mead in printing aids!

"How To Get BIG RESULTS With Small Size Offset Equipment," now in its fourth edition, is a Mead manual that tells how to utilize small size offset equipment to far greater advantage.

"Clip Tips" offers you a wide assortment of reproduction artwork...often used headlines plus hand-drawn illustrations.

Both of these tested tools are also available from your Mead Merchant. (If you are not aware of the merchant in your area, write to the Advertising Department, Mead Papers, Inc., 118 West First Street, Dayton 2, Ohio.)

YOU GET MORE FROM MEAD . . . the moving force in Paper and Packaging

**MEAD PAPERS, INC.,** Dayton 2, Ohio  
A subsidiary of The Mead Corporation



mast and fittings) will enable you to erect the mailbox properly. Otherwise you'll probably have to let it dangle in mid-air since there doesn't seem to be any other way of attaching it to anything. Further details available by writing Lux Mailbox, Waterbury, Connecticut.



□ **HAND-WRITTEN PENCIL** message and envelope addressing have proved successful for a national home improvement firm. Tried to get full details but originators of this not-so-novel but always hard-hitting type mailing wouldn't say a word. In telling us they wouldn't tell us anything, they did tell us though that an agency handled the operation, and that it was expensive. Since all messages and envelopes are handwritten in pencil, we can believe this. Not too hard to figure how it's done. Agency gets assignment, farms out the letters for hand writing by home workers. Principle of the personal message applies here, of course. The more personal you become, the better your returns. Using the pencil scrawl message creates an atmosphere of "local" flavor, homespun honesty. These mailings probably made to homeowners in the middle and upper middle class residential sections. And this type of mailing must be paying off, or they wouldn't continue to use it.



□ **NAMES, NAMES, NAMES.** We don't know how we got off on this tangent with lists of metalworking names, but we feel like the fellow who's constantly being deluged with bigger and better mousetraps. In January we mentioned Dun & Bradstreet's Metalworking Directory with 30,000 names; in March it was Industrial Machinery News' list of 65,000 metalworking names; and now we learn that National Business List of 160 N. Franklin Avenue, Chicago, has a list of 105,000 names in the metalworking and allied industries. Now, just so we can clear the air once and for all, will the holder of the largest list of metalworking names please raise his hand and take two steps forward. We're waiting.



□ **A ROLL OF FILM** was used as a self-promoting mailing piece by Rapid Mail, 514 Broadway, New York 12, N. Y. It wasn't really a roll of film, only a facsimile, but it was realistic-looking. And that might be a drawback. It sat around our office for several days while we debated on whether or not to open it in a darkroom. Finally plunged forth fearlessly in broad daylight, but that first peek after breaking the seal

was nervewracking. Realism is fine, but how about a note like "Okay to Open," or something of that nature?



□ **NEBS** . . . (New England Business Service Inc., Townsend, Mass.) is using an interesting Pitney-Bowes imprint slug on all their outgoing metered mail. No design, no fancy picture, no mention of NEBS. Just: "More Mail Means More Prosperity." Applause from *The Reporter* for using a very simple, but oft overlooked, fact. In a letter to Harry Maginnis, NEBS' President Albert Anderson

suggested that perhaps all ATCMU members could adopt it. We'll go further and suggest that every businessman who uses mail adopt it, and we all know that means every businessman.



□ **SOMETHING TO WATCH:** We see by the papers that General Foods is dropping their Gourmet line, which has been sold in retail stores. Instead, GF will now market these premium quality foods in fancy mail order packages. All advertising will be by direct mail. Should

## TWO NEW AUTOMATIC COLLATORS BY THOMAS

### New 50-Station Collator

Offers more features at a lower price than any other high volume collator on the market.

- Accurately collates, counts and staggers 25,000 sheets per hour...stitches at a slightly lower rate
- Exclusive push button programmer permits different collating jobs to be run at the same time
- Occupies only 17½ square feet of floor space
- Loads in less than 7 minutes...no vacuum systems or fans to adjust, no need to compensate for weights or finishes of stock
- Handles sheet sizes from 7" x 8" to 11" x 14" in almost every weight and finish
- Foolproof miss and double detector stops machine instantly, preventing errors in finished sets

a product of Thomas Collator Industries, Inc.  
a subsidiary of Thomas Collators Inc.





be a high quality promotion (something like the award-winning cookbook campaign). We will be interested in seeing this develop.

By the way, we understand that this gourmet line is being handled by Ted Anderson's Direct Mail Markets, 8 E. 54th St., N.Y.C.—who also handled GE's cookbook promotion.



☐ **THE COPYWRITER'S GUIDE** is a handbook of copywriting published by Harper & Bros., 51 E. 33rd St., N. Y.

16, N. Y. It features articles and tips from 30 leading advertising authorities such as "Bus" Reed, Victor Schwab, Rosser T. Reeves, Clarence Eldridge, John Yeck and others. The book was edited and planned by DMAA's Elbrun French (who, incidentally, edits the DMAA pages of each issue of the *Reporter*). The book is available from Harper on a 10-day free trial. Full price is \$11.95.



☐ **ANOTHER TRICKY STUNT** has been added to Graphic Service's stable

of unusual formats, (located at 846 S. Main St., Dayton 2, Ohio.) Recent letter from Kay Laird pictured a glass-domed ticker tape machine. Sticking out of the base is a 1-inch-long narrow strip of yellow paper with just the words "big news" showing. Instructions on lefthand margin say: "Pull out tape." The tape, which has been folded on back of letter and inserted through die-cut slot, measures 16½ inches when pulled out and gives plenty of room for 16 or 17 attention-getting words in the headline. There should be plenty of adaptations for this device.



☐ **IF YOU ARE INTERESTED** in getting films for club showing, write to Modern Talking Picture Service, Inc., 3 E. 54th St., New York 22, N. Y. Ask for the new 32-page Pocket Guide to Free Films. The catalog lists and describes 345 movies. They are made available on free loan as a public service of leading American businesses. Subjects range in content from leisure-time activities for cities and suburbia to European travel; from kitchen techniques to baseball to missile techniques.



☐ **DIRECT MAIL IDEAS**, including die-cuts, mailing cards, table tents, and covers are all sampled in Linton Brothers & Co.'s new Idea Kit #13. This collection of pieces, packaged in a portfolio demonstrates the printability and versatility of Linton Bristol Covers, according to the manufacturers. Winning pieces in this kit were submitted by 8 merchant salesmen who each received \$25 prizes from Linton. Copies of this kit are available to *Reporter* readers by writing to Advertising Department, Linton Bros. and Co., Box 460-M, Fitchburg, Massachusetts.



☐ **A NEW HIGH QUALITY DUPLICATING STENCIL** called "The Executive" is available from Gestetner Corporation, 216 Lake Avenue, Yonkers, N. Y. This stencil is ready for immediate insertion into the typewriter just as it comes from the box because the blue cushion sheet is factory pre-inserted. The "Executive" stencil is white in color when placed on the machine, showing subject material clearly for last minute corrections. For further information, write the manufacturer.



☐ **ANOTHER ANNUAL REPORT** which deserves a pat on the back comes from The Flintkote Company, 30 Rockefeller Plaza, New York 20, N. Y. Their 32-page, 8½x11" report for 1959 is a

## New 12-Station Collator

Provides fully automatic collating without the penalty of high price or space waste.

- Automatically collates, counts, crisscrosses or staples 6000 sheets per hour, regardless of the number of sheets per set
- All 12 stations can be loaded in a minute. No adjustments necessary for weight or finish of stock
- Each station will handle approximately ¼ ream of 3" x 5" to 11" x 14" stock in most weights and finishes
- Any station can be eliminated simply, easily... at the flick of a lever
- Automatic miss and double detectors stop machine instantly... provide positive accuracy
- Takes only 2½ square feet of floor space... only 44" high

For complete information on the many ways you can speed up your collating operation and substantially reduce costs with either of these two new collators, write today to Dept. W34.



### Thomas Collators Inc.

World's Leading Manufacturer of Collating Equipment  
100 Church Street, New York 7, N. Y.



# OVER WORKED

## TRYING TO REACH THAT TYCOON?

GIVE AHREND YOUR  
TOUGHEST PROMOTION  
JOB—And watch the orders  
pour in!

Let us create the sales idea,  
copy, and art; handle printing,  
production, and lists... to  
produce higher returns per  
dollar. (Or use your pet  
printer, if you prefer.)

Single job assignments or  
retainer basis.

Call Herb Ahrend...  
PLaza 1-0312.

## AHREND ASSOCIATES

601 Madison Avenue New York 22  
PLaza 1-0312

Planning Art, Copy, and Complete Production  
of CATALOGS • POSTERS • DISPLAYS • SALES  
LETTERS • BROCHURES • DEALER AIDS  
FILMS FOR TV AND BUSINESS • MAILING  
LISTS • MAIL ORDER CAMPAIGNS

get the  
professional  
approach

... to your

## DIRECT MAIL



For a FREE roster of members  
of MASA, the professional  
creators and producers of  
BETTER direct mail, write to:

mail advertising  
service association

INTERNATIONAL  
18120 James Couzens Hwy.  
Detroit 35, Michigan

slick paper job. It not only covers the  
financial situation... but manages to  
describe and picture the company's  
operations in an interesting fashion.  
Flintkote, incidentally, was one of the  
first organizations in the country to start  
humanizing and modernizing the annual  
report. That was back in the days when  
L. Rohe Walter (now special assistant to  
the Postmaster General) was advertising  
manager of Flintkote and also president  
of the Direct Mail Advertising Assn.



□ **AN ELECTRIC ADHESIVE APPLI-  
CATOR** that runs on 14¢ worth of  
electric current daily is available from  
Lectro-Stik Co., 4155 Montrose Avenue,  
Chicago 41, Ill. The electric coating  
machine rolls on a pressure sensitive  
stick an inch wide—can be rolled in  
every direction freely and easily. Sticks  
to any clean dry surface, including glass  
and film. One box of 24 pressure sensi-  
tive Lectro-stik strips covers as much as  
2 gallons of rubber cement—costs \$2.80.  
Excess adhesive can be erased same as  
rubber cement. Operates on AC or DC,  
110-120 volts. The Lectro-stik electric  
coater sells for \$7.95. Full details avail-  
able from the manufacturer.



□ **"THEY LAUGHED WHEN I SAT  
DOWN"** is the title of a new book by  
Frank Rowsome Jr., published by Mc-  
Graw-Hill, Inc., 330 West 42nd Street,  
New York 36. The book, described by  
the publishers as "an amusing and stimu-  
lating account of advertising's first 100  
years," features stories about such famed  
persuaders as P. T. Barnum, Elbert Hub-  
bard, Bruce Barton, John Powers and  
many, many others. There are reproductions  
of art and copy from many famous  
classic advertisements. Looks like fun  
reading. 184 pages, sells for \$7.50.

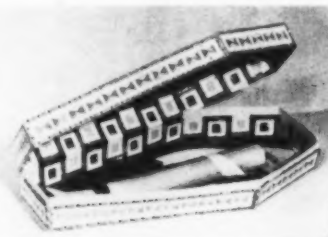


□ **A MAILING TO 340 BARBER-  
SHOPS** in the greater Milwaukee area  
featured a 25¢ piece glued to every  
letter. The quarter was a bet from radio  
station WAUX that the shops would in-  
crease their number of steady customers  
if they kept their radio tuned to WAUX.  
The processed letter from station's gen-  
eral manager Mig Figi said that the  
station had cut commercials down by  
57% so that 12 minutes of uninterrupted  
music could be played in every fifteen-  
minute segment. This new concept, called  
"Music for People," has been enthusias-  
tically received. The station has also  
received many letters and phone calls  
about the "quarter" mailing to the barber-  
shops. If you'd like a copy of this fine

letter (probably sans quarter), you may  
be able to get it from WAUX, 319 W.  
Main Street, Waukesha, Wisconsin.



□ **UNION-CAMP** always seems to come  
up with a new and better way to dem-  
onstrate their products, especially their  
folding cartons. Latest mailing piece is



an 8" high cardboard mummy case  
printed offset on folding carton stock in  
colorful blues and browns. Lid lifts up  
to find the mummy holding a piece of  
rolled "papyrus" on which the humorous  
sales message is written.



□ **A PRINTER WITH A FINE SELF-  
PROMOTION BOOKLET** is the Barton-  
Gillet Co., 32 South Street, Baltimore 2,  
Maryland. This 24-page 5½" x 5½"  
booklet is handsomely designed with  
mocha cover stock, tissue overlays, and  
white and olive drab papers for the text.  
It outlines their program and facilities,  
awards they've received, testimonials and  
a complete list of services. The fine  
printing job is a good advertisement for  
the quality of their work. Besides print-  
ing and production, they also analyze  
and plan promotional needs and cam-  
paigns, and handle writing, editing,  
design and photography for all types of  
printed literature. A fine job.



□ **THE FIRST WINNER** of the Identity  
art contest mentioned in March Short  
Notes has been chosen. The contest,  
sponsored by Cross Siclare & Sons, 207  
Thompson Street, New York 12, N. Y.  
(exclusive N. Y. distributors for Newton  
Falls Paper Mills, Inc.), is designed to  
give an aspiring artist from a city art  
school a chance to display his or her  
talent in conjunction with an ad for  
Cross Siclare. First winner was Miss Jean  
Cunningham, who will graduate from  
Cooper Union this month. The four-page  
advertising piece features her design on  
the cover and on the third page. On  
page 2, Miss Cunningham's picture ap-  
pears, along with a short biographical  
sketch, her address and phone number.  
A fine idea for giving new artists a  
chance to be seen and to show what they  
can do. ●



Except for dark green, "paper picture" above made of Howard colors.

## Color Guidepost to Business Efficiency

When used for business forms HOWARD BOND colors give at-a-glance directions that simplify the speedy routing of different forms—greatly expedites handling and filing. That is why HOWARD colors are among the most popular in American business today.

They enjoy other business uses, of course. Special letterheads. Bulletins. Announcements. Folders. Price Sheets. Reports. And for scores of other uses where you want a two-color effect at a one-color price, plus all the freshness and appeal of these attractive colors.

Your printer or paper merchant will show you the HOWARD BOND sample book including thirteen colors plus HOWARD's whitest white. It's well worth seeing, and very definitely worth using in many ways.

ALL HOWARD PAPERS are quality controlled by *AccuRay*®.

HOWARD PAPER MILLS, INC. • HOWARD PAPER COMPANY DIVISION, URBANA, OHIO

# Howard Bond

"The Nation's

Business Paper"

Companion Lines: Howard Ledger • Mimeograph

Duplicator • Posting Ledger • Du-All

Printed on Maxwell Offset



Basis 80—Maxtone Finish



## Discoveries in American Art

*... on Maxwell Offset*

"Poor Man's Boats" is a favorite of artist Maurice Logan, Associate in the National Academy of Design and a dean of both commercial and fine art. Mr. Logan paints almost compulsively on weekends, after Monday-through-Friday duty as a partner in a commercial studio. He has created a heritage of western Americana—in watercolor and oil—with authority, with freedom of stroke and color. He often deftly employs black as a color to produce the sense of realism noticeable in this painting . . . and faithfully reproduced here on *Maxwell Offset*.



All Howard papers quality controlled by *AccuRay*.

Printed on Maxwell Offset—Basis 80—Maxtone Finish

HOWARD PAPER MILLS, Inc. • Maxwell Paper Company Division • Franklin, Ohio



# THE IMPACT REPORT

## AN INTERPRETATION OF THE RECENT POSTAL CRISIS

by HENRY HOKE, Sr., Editor

The Department of Commerce Report on the impact of higher postal rates caused gloom in some direct mail circles.

This report, you should remember, was authorized by Congress when it passed the Postal Policy Act of May 27, 1958. The Department of Commerce was given an appropriation of \$200,000 to conduct the survey among direct mail users. The report was to be delivered by March 1, 1960, so Congress could decide whether the second rate raise on third class mail (from 2c minimum per piece to 2½c) should be canceled or allowed to become effective on July 1, 1960. There was a slight delay, but the report was ready by April 1, 1960.

It is an impressive report. Weighs just about one pound. The main body of the report covers 79 pages, but charts, appendixes and explanations of techniques used in mail double the amount of reading matter.

The survey technique is interesting by itself. Approximately 15,000 questionnaires were mailed by the Census Bureau to third class permit holders on a scientific sampling basis which gave a fair cross section of all geographic areas and types of business. In addition, producers were asked about their customers. Department of Commerce offices conducted some personal surveys. Some of the statistical results cover findings among 66,000 concerns.

In our opinion, ex-printer Horace Hart did a conscientious and thorough job as head of the Commerce task force handling the survey and report. In spite of the bad news, much valuable information about the direct mail field has been uncovered, and this first report will be amplified later to give additional vital statistics.

The bad news for direct mail people was contained in a paragraph of the transmittal letter sent to congressional committees by Secretary of Commerce Frederick H. Mueller. It reads:

"It is my recommendation that the second step increase in bulk third class mail rates, beginning July 1, 1960 as provided in Public Law 85-426, should become effective at that time. While this will not eliminate the very substantial postal deficit attributable to third class mail, it will result in a reduction of the amount of the subsidy to its beneficiaries which is borne by the general public. Of significance is the fact that direct mail is the second largest advertising medium in the nation."

Read it again, carefully. That statement, along with the statistics submitted, just about sounds the death knell for any hopes of stopping the extra \$5 per thousand increase on July 1. Unless enough smart Congressmen find the joker.

The statement simply echoes the constant theme song of Mueller's friend, Summerfield. This time the theme song is backed up by reasonable statistics, but the premise itself is based on fallacious logic . . . contained in the line, "the very substantial postal deficit attributable to

third class mail." Nowhere in the authorized survey is there any evidence that there is a "substantial deficit," nor is there any evidence of a "subsidy to its beneficiaries." Mr. Mueller extracted those phony facts from Mr. Summerfield's mouth.

But to get back to the report for a moment. The statistics did not surprise us. Back in the summer of 1958, *The Reporter* conducted a survey among hundreds of small, medium and large mailers to determine the impact of higher postage rates. We published a 32-page report in July 1958, and some of our friends were unhappy about it. They did not believe we should admit that direct mail would not suffer. But the majority of those interviewed felt that higher rates would be absorbed, just as higher prices for everything have been absorbed. We wound up the 32-page, 1958 report with this advice:

"Combat spiraling costs (1) by substitution of methods and supplies; (2) by eliminating waste in formats, lists, planning; (3) by streamlining processes and production. Avoid (1) copycat-itis; (2) insincerity; (3) using wrong techniques. Use the easiest of all formulas for planning and writing direct mail: (1) make it simple; (2) make it easy to read; (3) make the main point bold."

The Commerce impact report bears out the predictions we made. Better than 90% of the total of 66,000 surveyed said the increased rates had "minor or no influence" on their use of direct mail. In general, direct mail volume increased. Hardest hit were those who depend the most on direct mail for total income.

Wish we had room for all the highly enlightening statistical charts, but they would fill the book. One, never before known, shows the percentage rating among all the permit holders of 64 different classes of business. For instance, publishers hold 1.50% of all permits, but account for 9.67% of all third class pieces mailed. Mail order houses hold 0.96% of total permits, but mail 4.59% of pieces. An interesting list. Shows the scope of direct mail. After giving statistics for the 64 classifications . . . "all other" mailers hold 25.81% of the third class permits and account for 20.19% of the actual pieces mailed.

Some of the breakdowns are more illuminating than the annual reports of the Post Office Department . . . especially the sections showing number of permits held and pieces mailed by non-profit organizations at the low rate exempt from increases.

The sections describing the history of third class and the growth and stature of direct mail are ably handled . . . and show Horace Hart's intimate knowledge of the graphic arts field.

I don't know what to tell you about getting a copy of the report. Only a limited edition was printed . . . mostly for members of Congress. Your best bet is to ask your own Congressman for his copy "on loan" . . . or he may be able to obtain an extra copy for you from the Commerce or Post Office Departments.



While you are doing this . . . you might tell your Representative what direct mail means to your business. Too many members of Congress have been fooled by the "junk mail" campaign. When faced with the real facts, they change their opinions. This report, although accompanied by an inaccurate plea for increased rates, shows the importance of direct mail in the economy. And it also proves that third class mail is the slack-hour filler for the whole postal establishment . . . and that it generates an increased use of more profitable classes of mail, such as orders and inquiries by first class and airmail, and by fourth class shipments of merchandise.

In the months ahead, all of you should talk or write to your Congressmen. One case just a few weeks ago proves the importance. A certain Congressman was spouting off in public and getting publicity about the deficit caused by direct mail; should be eliminated, etc. A group of 25 of his constituents from the graphic arts and direct mail fields called on him. A three-hour conference followed . . . in which he was told about the people employed, the sales, etc. in his area. At the conclusion, the Congressman apologized for his distorted picture.

If you want to avoid a 3¢ or 3½¢, or even a 4¢ minimum rate for third class,\* and higher and higher rates for first class, you better start talking now and keep on talking. The atmosphere in Washington is unfavorable to direct mail, so we are told by friends there. If some crackpot should introduce a bill to eliminate entirely all third class mail, and if it reached the floor . . . the chances are it might pass.

Now . . . what can you (or we) talk about?

Commerce Secretary Mueller tells Congress that the increased third class rates did not hurt the economy or the users of the mail. He recommends that the \$25 per thousand minimum rate be allowed to take effect July 1 in order to decrease the "deficit" caused by direct mail. What we want to know: Is there a deficit? Is there any justification for another increase, or is it just a whim of the Postmaster General?

We agree with one official of the Newspaper Publishers Association, who recently claimed that the Post Office miscalculates costs of its various services and deals in "confusion and distortion."

A case in point: If you obtained a copy of the Post Office Cost Ascertainment Report for fiscal 1959 . . . turn to Exhibit 111 and examine "unit revenues and obligations" (cost). It is stated that the Post Office receives an average of 4.45787 cents revenue for each piece of first class mail. It costs 4.03849 cents to handle each piece of first class mail. A profit of .41938 cents on each of the 32¼ billion pieces mailed. Further down on the list, third class per piece revenue is shown at 2.30091 cents per piece, but the Post Office claims it costs 3.99182 cents per piece to handle, or a "loss" per piece of 1.69091 cents. A grade school pupil should be able to figure that there is something haywire somewhere.

How could a third class piece cost 3.99182 cents to handle when first class costs 4.03849 cents (practically the same)? It doesn't make sense. First class gets preferred treatment. The Post Office must handle all operations—pickup, facing, canceling, sorting, routing—all the steps to final delivery. Third class has the mailer

handling all preliminary steps—facing, sorting, bundling and bagging in city delivery areas. Only at point of delivery do postal clerks open the bundles and distribute by carrier stops.

In addition to all that . . . the originators of the third class rate intended such mail to be a filler for slow hours . . . to keep employees busy . . . just as night rates on telephone calls or telegrams are reduced. So how could the Post Office accountants figure that it costs 3.99 cents to handle a third class piece compared to 4.03 cents for a first class piece? That is what is meant by "confusion and distortion."

Before rates are raised again . . . some Congressman should find out what costs are being charged unfairly against third class . . . the deferred mail. Of course, it should be recognized first that the low exempt rate for non-profit third class mail is included in the total third class income . . . and thereby pulls the average per piece revenue down. Shouldn't the Post Office be repaid out of appropriations for the subsidy granted to non-profit organizations? Why should commercial users of the mail be soaked for the subsidy?

Another point for investigation: How much of the enormous cost of "decentralization" is being charged against third class mail? It's a touchy subject. But when Mr. Summerfield became the Post Office boss, he changed the old and successful system of central control to an automobile-manufacturing-type of regional sales offices. This was for the alleged purpose of saving money and improving service. But according to Post Office people, it has been a costly pain in the neck and hasn't improved service. The country is now divided into 15 postal zones. Each has an administrator with assistants, secretaries, clerks and what not. The administrators have area supervisors who must have assistants. It has been a bonanza for political job seekers. But as we've mentioned many times . . . service has not been improved. Decisions have to pass through too many hands.

According to rumors . . . this new, unwieldy procedure has cost close to a hundred million more than the former satisfactory centralized method. Added to this extravagant experiment . . . are the rumors or charges of extravagance in operations. Changes in operational procedure are frequent. Many of the changes involve heavy costs for remodeling, redecorating, etc. Won't mention names, but one official in Post Office Department and his staff have been moved about the building a dozen times in the last couple years. On top of this, the Department has gone hog-wild on publicity . . . printed matter galore boasting of accomplishments, including pictures of the PMG. Formerly Congress kept a tight hold on such expenditures. Pictures of officials were not authorized. The point is . . . should third class mail be charged with these extravagances?

Other sore points are the public service or non-postal activities. Should commercial users of the mail be taxed to support those activities which keep the government functioning? Here again is a short list of non-postal functions: Provide notary service, make customs collections, sell documentary and migratory bird stamps, find relatives of deceased servicemen, aid FHA in making surveys, make flags for veterans' funerals available, register aliens, distribute income tax forms, receive and transmit funds for volunteer charities, witness the marking of absentee ballots, administer oaths of office, certify widows and children for pension benefits, provide office space for other federal departments, operate a free and

(Continued on Page 38)

In a recent letter from Harry Maginnis, Executive Manager of the Associated Third Class Mail Users, Mr. Maginnis said: "In April, seven separate bills were introduced to increase third class rates to such a degree that the use of such mail would certainly be prohibited for large users of the mail. The minimum piece rate would become \$35.00 per thousand. This compares with the \$30.00 per thousand rate contained in the official Administration rate bill which will be the subject of hearings before the House Post Office and Civil Service Committee this month."

# HOW TO CREATE GOOD DIRECT MAIL

## IN 6 EASY STEPS

WE AD MEN suffer from more than our share of occupational ailments, according to many observers: martini elbow, paralyzing double-talk, inflamed concepts, to mention a few. But there's been little viewing-with-concern of one malady that is real and widely prevalent, particularly among direct mail practitioners — *Virulent checklistitis*.

It's not easy to read an article or brochure on direct mail these days without stumbling over a compilation of prescribed *do's* and proscribed *don't's*, a 6-point list or 10-step formula, or some arrangement of tips, "keys", or other objects. Of course these serve as convenient devices for comparing notes and reviewing the fundamentals—but they also encourage a patness and sameness that isn't calculated to help any of us individually or direct mail as a medium.

There are at least three things wrong with check lists and check-list-thinking:

(1) *They're of little help to professionals, but tend to turn amateurs into "Experts."* Writing letters on the basis of a check list or a set of do-it-yourself devices is something like learning art by the "circle method" — one for the head, two for the body and so on. It will work if all you want to do is draw recognizable figures, but it certainly is no substitute for a grasp of anatomy and composition, or for talent. Yet, among non-playing quarterbacks, check lists spawn the illusion that creating a good letter is an open-and-shut quasi-science, and that the chief equipment required is a complete set of *do's* and *don't's*. Any uninhabited professional who believes that the accepted way is not always the best way is sure to find himself regularly being waved to a halt by a check list in the wrong hands.

(2) *They tend to substitute mechanical techniques for substance. Almost by definition, they oversimplify.*

A point very seldom neglected by check list-compilers is the "you attitude." Like the Golden Rule, this is beyond criticism. In practice, however, *you* is less a three-letter word than a selling philosophy, and simply listing a "you approach" among the points on a list is a glib answer to a deep-seated problem. All too often



**Mort Weiner, Creative Director, McVicker & Higginbotham Inc., takes the "formula camp" to task and holds up two circulation letters to make his points. In true seminar-in-print spirit, Marv Barkley of Look and Ted Sloat of True answer "the speaker."**

### REPORTER'S NOTE:

This article by the Creative Director of McVicker & Higginbotham, 11 W. 42nd Street, New York 36, N. Y. . . . may stir up considerable argument. Controversy seems to be the life blood of direct mail gatherings. There are two schools of thought. Some dislike formulas in writing copy and checklists . . . others swear by them. We don't know which side is correct. It's for sure that the teachers need checklists for training. And we know that many who poo-poo formulas actually use them unconsciously because their minds have been trained to follow natural sequences of learning. Take your pick . . . but enjoy Mort Weiner's argument.

the result of this kind of thinking is that *you's* are scattered profusely through the copy, while the story and its presentation remain basically *WE*.

Another favorite point is the use of "connectors" — conjunctions or phrases at the beginning of sentences or paragraphs to carry the reader along. Actually, of course, if a letter isn't basically well-organized, connectors won't make it seem so — and if it is, inserting them for their own sake is very likely to just add verbiage.

The popular emphasis on the *externals* of direct mail — the type of postage used, the color of the reply card, etc. — is an only too natural outgrowth of this type of thinking. Probably 85 percent of the effectiveness of a mailing stems from a carefully-chosen list and a skillfully-

presented message, but you won't always get that impression from a check list.

(3) *They make no allowance for such vital intangibles as brilliant timing, a flash of insight, or an unexpected departure from the routine — the stuff of which outstanding direct mail is made.*

In the words of Charles L. Whitier, formerly Vice President of Young and Rubicam, some years ago, "The beginning of greatness is to be different . . . the successful production of great advertising is . . . a constant struggle to avoid the usual." It seems plain that proceeding from a formula when preparing direct mail, rather than from a basic *idea*, is a good way to remain solidly earth-bound. Real creativity demands a certain amount of emotional involvement —

# TRUE

1 Fawcett Place, Greenwich, Conn.

AS ONE MUST, discerning company president put it....  
"out out the pay -- I'm already a subscriber to TRUE -- have been for years....". If you're in the same boat, please score two points by tossing this mailing piece into the handiest wastebasket. But if you're not a subscriber to TRUE, please, for Pete's sake read on! (reading time - 45 seconds).

TRUE is one of the few remaining sanctuaries for men only in the whole wide world. It is the be-all, end-all for the man who, shall we say, loves his wife, but, for Pete's sake, wants an hour or two away from it all, in a world all his own. In the fields, maybe, or a trout stream, on the high seas, or in a bull-fighting arena, or any one or more of a thousand places where the male is King.

TRUE is high adventure by Hemingway, high humor by V.P., and high handsomeness by Phillip Wylie. TRUE is an inside straight, an outside bourbon and water, an upstairs maid, a downstairs billiard table. It's man-else reading, and Monroe-else looking. And, if nothing else, TRUE is the largest selling man's magazine in the world.

Put it this way: Any man worth his salt wants TRUE to add just enough spice to his life to make it complete.

The regular price of TRUE is 35¢ a copy or \$4.00 for a yearly subscription, but right here and now I'm authorized to offer you a real bargain. It is almost too good to be TRUE.

10 ISSUES FOR \$2.00 (Saving you \$1.50) }  
or }  
22 ISSUES FOR \$4.00 (Saving you \$3.70) }

I can keep this offer open for a month but how about sending your order right now so we can shoot that first copy to you without delay.

Sincerely yours,

*Ted Sloat*  
Ted Sloat

\*Pete Barrett, TRUE's outdoor editor, very concerned about men who miss a lot when they miss TRUE.

\*\*Pete Barrett again, still very concerned.

\*\*\*If you enclose payment with your order you'll get an additional issue free (this saves us a lot of bookkeeping).

TS/a

Dear Friend of LOOK:

You are cordially invited to accept the 72 Savings Stamps enclosed ...

... and to use this \$3.60 in stamps (that like cash) in next payment of a special trial subscription to LOOK!

Frankly, we're sending you these stamps just to get you to try LOOK. We are actually paying 4% of LOOK's cost for you because we believe you'll become a regular reader once you know LOOK. This is a gamble on our part, but it's a gamble you can't lose -- and it means you will receive:

36 ISSUES OF LOOK (12 MONTHS) FOR ONLY \$4.00

In other words, you pay \$4.00 plus the stamps for a \$7.60 value. So even though the general public pays 20¢ per copy at the newsstands, you will get your copies regularly every-other-week for little over 10¢ each.

But not only will the stamps save you \$3.60 ... even more important, they will bring you almost a year-and-a-half of valuable information and delightful entertainment, of timely articles and dramatic photographs.

Issue after issue, you'll see important events take place ... a big power conference ... a top Broadway musical ... a Paris fashion show ... or even the first rocket to the moon.

You will see action shots of a battle fleet on maneuvers ... a back-stage glimpse of Hollywood's newest star ... or the historic birth of a life-saving vaccine. You will travel turbulent Africa ... see inside Red China ... or fly over frozen Antarctica.

And - remember - this LOOK offer is backed by an Iron-clad Money-Back Guarantee! You must be 100% satisfied with LOOK, or you may cancel at any time and receive a full refund on the unused part of your subscription.

So - right now - while you are thinking about it, initial the Discount Certificate that we have sent you, and return it with your 72 five-cent Savings Stamps in the enclosed reply envelope.

Please don't delay. Soaring production costs - printing, paper, and postage - make this offer subject to withdrawal after 21 days. So order today ...

... while this thrifty \$4.00 rate is still in effect!

Cordially yours,

*Lester Schuler*  
Lester Schuler, for LOOK  
America's Family Magazine

LS:mad

P.S. If you mail your \$4.00 now along with the stamps and certificate -- to eliminate billing expense -- we will send you TWO EXTRA ISSUES, making a total of 40 (an \$8.00 value) instead of 36.

LOOK 100 TENTH STREET, DES MOINES, IOWA

and is anything more antithetical to this than a strictly mechanical approach?

It isn't difficult to find any number of letters which incorporate the points included on most check lists and still fail to carry any real conviction. On the other hand, consider those classic schoolroom examples, the "Gloucester Fish" letters, which have been known to ramble on for close to a half-a-page before they mentioned any concrete benefits or even rang in the first "you." Throughout the years, it's a good bet that the most successful letters have been those which blazed their own trails, not those that followed the old tracks but walked a little faster.

Surely the only reliable way to effective direct mail is to think each problem through within its own frame, and to really achieve the things we so patently simulate -- the *you* attitude, the enthusiasm for a good product, the conviction and persuasiveness of a sound selling story. We would probably do better, when star-

ing back at those vacant typewriter keys, to think in terms of a letter to a respected, hard-to-convince, and very busy friend rather than of tested prescriptions or by-the-pound devices. It is undoubtedly true that some techniques work better than others, but these are usually marginal factors -- and there are more exceptions than there are rules.

Actually, checklistitis is a mild form of an infirmity common in many other lines of work than just advertising. This is the compulsive need for visible props, for the comfort and safety of the known and tested as opposed to the intuitive -- which is all pretty futile in a field as creative as letter-writing. There are no "universals" in direct mail any more than there are in playwriting or even such things as government and the Stock Market.

If there were, ad men and brokers would be so busy making money for themselves that they wouldn't have time to counsel others.

Consider these two "special price" subscription letters -- one from

LOOK, the other from TRUE:

The LOOK letter -- call it "A" -- starts with a very definite user benefit and hammers away at it. Letter "B" doesn't outline any tangible benefits at all, except by indirection, and doesn't even hint at an offer of any kind until well down in the second half of the letter. There are a minimum of 25 *you's* and *your's* in "A", only ten in "B". "A" hits all the prescribed notes with heavy-handed determination while "B" pretty much follows its own inclinations. Yet -- even making maximum allowance for different product and audience -- does this mean that "A" is necessarily better calculated to flag a reader's attention and induce him to read on to the end, better reflects the spirit of the magazine it is trying to sell, is more likely to generate enthusiasm and buying action, or, in sum, *does more with its material* than the nimble, spirited and interesting "B"?

Me, I'll take the TRUE over the tried. •

# LOOK

Comments by Marvin Barclay, LOOK

I hate to louse up a spirited-but-friendlily-hassle starter, but the truth is there is just no difference of opinion regarding which is the better letter. Each is top grade for its purpose.

We, at LOOK, have long been admirers of TRUE direct mail. I suspect that Ted has several letters in his correspondence files of some years back which attest to this.

Take, for instance, his famous "10 question test" letter in which you have to have a "qualifying score" before you can even accept the offer.

Brother, that was a honey. From the very moment he learns he is a boy until they lay him away, the male of the species (by the millions) is constantly trying to prove how really masculine he is . . . "showing off" for little girls—whistling at "whistle bait"—peeling tires at traffic lights—making passes at conventions—playing 45 holes of golf on a weekend.

Ted's letter tickles his fancy and he's hooked. Either he "passes the test" and accepts the offer as a member of the "really all man" club or flunks the test and figures TRUE might be good for him. Of course, I'm kidding . . . but the gimmick is great.

On the other hand, you don't sell fishing tackle to a man the same way you sell him a new roof for his house. In fact, I believe the only controversy you can drum up over this issue is why anyone—especially the creative director of a substantial agency—would find it possible to compare the two letters.

Each is a fine example of its own kind of a letter, but don't tell me that one is formulaic and the other is "a flash of insight" or "an unexpected departure from the routine" . . . the so-called "stuff of which outstanding direct mail is made."

Ever since Leonard Nathan, the then Direct Mail Manager of Esquire Magazine in 1947, wrote his famous "Dammit" letter, the type of TRUE letter in question has been formulaic. Nathan started his letter, you will remember . . .

"Dammit . . . my eyes are too weak to see anything more than the pictures—but be sure to renew my Esquire subscription."

So wrote an eighty year old gent from Oklahoma who has been an avid reader of Esquire for many years.

And later he goes on to say:

Just apply this simple test. If your head involuntarily turns for a second glance when a well-stacked blonde swishes by . . . then, brother, Esquire's your dish.

Well, there you are. Nathan's lead is an historical predecessor for "cut out the pap." And his "simple test" is a worthy ancestor of the "qualifying score" gimmick.

So what's a formula? It is delightfully coincidental, I suppose, that the original of the LOOK mailing piece (of which the letter in question is only a slight variation) was the most successful piece LOOK had enjoyed in many years. This mailing piece and one just before it established an entirely new mailing approach . . . and led us into a rather different concept of testing than we had followed previously.

The concept to which I refer is not unique. Wiener has said he believes it, too. It is simply that the idea on which a mailing is developed is the most important thing about the mailing.

In the case of the TRUE letter in question, the idea IS the copy. In the case of the LOOK letter in question, the copy is second to the idea. In other words, for the mailing piece in which it was used, the LOOK letter copy could have been written in any one of a dozen ways by a competent direct mail copywriter and the mailing would have pulled the same.

You see, Mr. Wiener and I agree that one must start with a basic idea. But the copy is not always the basic idea. In fact, the copy may very seldom be the basic idea. Ideas are very precious things. They are not easily come by . . . so when LOOK gets an idea from Ed Bartlett or Craig Lovesy or John Mienik or Bill Ogg or Henry Cowen or anybody, we nurture and protect it as we develop it. We surround it with a strong, sturdy setting so that the little jewel will shine most effectively.

In other words, we like to produce it supported by all the things that two decades of direct mail experience have taught us to depend on for best results. If, as sometimes happens, the copywriter feels that this results in too much distortion of his basic idea, we will occasionally test the same idea (1) his way and (2) the way we feel it has the best chance. I have yet to see presentation No. 2 fail to out-produce presentation No. 1.

This is so true that a well-known New York direct mail copywriter and consultant, from whom we got a successful idea recently, urged us not to "take him too literally" but to

produce the idea in our own way.

Copy is important. It is mighty important . . . but in this area, I will put my money on the competent copywriter over the so-called "brilliant" one over the long haul. Too often, the "brilliant" one becomes so captivated by his own idea that he forgets that the main purpose of the mailing is to create sales.

A cute idea may be clever; a clever idea need not be cute. For LOOK, the "cute" idea almost invariably loses sales . . . but we have parlayed many clever ideas into mailings which have been real barnburners.

As a man works with our staff over a period of time, his ideas and "flashes of insight" are less likely to be "cute." From multitudes of tests and test reports, he learns what has worked and what has not worked. He learns that what will work under condition "X" may not work under condition "Y." He acquires what I like to call "Conditioned Mailing Intuition." And, brother, that is the only kind of intuition, I care to rest my cash or Mr. Cowles' cash on.

"Outstanding" direct mail, to me, is mail which consistently pulls the best returns. Mr. Wiener's definition must be his own.

## TRUE

Comments by Ted Sloat

Not too unlike other mass circulation magazines, TRUE has rather a broad base (approximately 2½ million circulation) but the very large majority of readers are men. Segments of this base come from various walks of life as it were. They can't all be business tycoons or professional geniuses, but there is one thing we do know about them and that is they like to read, not look at pictures. Furthermore, they read primarily for pleasure, not necessarily for information or to impress others with their wealth of knowledge of world affairs.

Sighting in on this audience is not too easy. Copy of the "tried and true" variety works fair enough on TRUE; but a fresh approach, if sufficiently original, produces much better. The letter in question made no noticeable impression on the average borderline list like the "joiners" and the "get-ahead" boys—but on the type of list that usually works for TRUE, the returns were far and away above normal. I deduce that the readers gave us an "A" for effort and frankness.

It is interesting to mention that our editorial department highly approved the copy which usually is "the kiss of death", but not this time. ●



# HOW AVISCO PROMOTED A NEW PACKAGING IDEA



◀ JAMES F. BAIRD JR.

W. E. COGGINS  
▼



## REPORTER'S NOTE:

The Avisco campaign to sell retail goods manufacturers on packaging with cellophane was a joint project between The Connelly Organization of Philadelphia, DMCP (a creative network of lettershops) and Avisco's Sales Promotion Manager James Baird Jr. and its Assistant Advertising Manager W. E. Coggins. The description of the finished campaign and the sample letters reproduced may give some of you an idea how to turn a "dull" product into an exciting and vital one.

### Cellophane!

Three companies produce it—American Viscose, Olin Mathieson and DuPont. Their prime market is the packaging field. Prices and product differences among the three are negligible. With darn little to talk about in terms of product differences, advertising sales promotion people turn themselves inside out for new merchandising ideas that will help their package goods manufacturers do a better selling job.

Hottest idea recently has been a new concept to eliminate the need for packaging dozen and half-dozen lots of products in chipboard boxes, these being shipped to wholesalers and retailers in cartons. The idea was to wrap bulk lots in cellophane. No more need for the expense of printing or labeling to identify contents of the blank chipboard boxes. Wholesaler or retailer could easily see a package

contained Brand X toothpaste, and retailer could gain full advantage of colorful designs on individual product boxes without unwrapping for the shelf. Moreover, at inventory time, the transparent cellophane packages made light work of usually tedious inventory.

To get the story told to the package goods manufacturers, Avisco mailed a six-part test campaign to 1,634 names. Professionally planned, created and produced with a unique treatment tailored to the specific premium, the list was comprised of four groups, divided by Standard Industrial Classification numbers.

SIC No.	Quantity	Industrial Title
2831	95	Biological Products
2832	26	Botanical Products
2833	269	Inorganic and Organic Medicinal Chemicals
2834	1264	Pharmaceutical Preparations

The list problem was handled jointly by Avisco and their local direct mail agency, The Connelly Organization, 2400 Walnut Street, Philadelphia, Pa.

In addition to the six mailing pieces, Connelly produced 350 sales aid kits for Avisco salesmen, marketing personnel and key distributors. These kits—tri-folded cover stock with plastic spiral binding—gave the sales force a basic understanding of what the campaign was, and what it would do.

As of March 17, Avisco had received 263 replies from the total list of 1,634. As each inquiry was received a personally typed letter enclosing the offered booklet on packaging went to each respondent. A carbon of this letter went to one of Avisco's seven district managers for follow-up. These letters were auto-typed over the General Sales Man-

## New Horizons...



Cellophane Bundling Revolutionizes Redistributing



Have you ever walked through your packing and shipping departments and said to yourself, "It's a shame we have to hide our attractively boxed products in opaque wraps." Yes, it is a shame and it's also unnecessary and expensive.

If you don't believe me, just lift the box above - you'll see for yourself the most revolutionary concept in redistribution packaging in decades - cellophane bundling. Cellophane replaces the old fashioned, bulky opaque wrapping materials with gleaming packages, streamlined to fit the needs of retailers and wholesalers everywhere.

The advantages to you and your distribution chain are many and varied. Economies in labor, materials and handling are realized as well as better display prominence for point of purchase merchandising and retail sales. Inventory control is facilitated because of the convenience of the "see-through" properties of cellophane.

There are many, many more advantages cellophane packaging holds for you. In order to acquaint you with all the details, we've developed an illustrated brochure - "Cellophane Bundling - Newest Concept in Redistribution Packaging," and it's yours for the asking.

Just fill out the enclosed card and drop it in the mail. As soon as it's received, your copy will be sent along to you.

Cordially,

*Thomas O. Williams*  
THOMAS O. WILLIAMS  
General Sales Manager

AMERICAN VISCOR CORPORATION  
ONE AVISCO DRIVE  
100 PENNSYLVANIA BLVD.  
PHILADELPHIA 1, PA.

LOOK TO **AVISCO** FOR NEW IDEAS!



## CELLOPHANE BUNDLING MAKES GOOD "CENTS"...



It's like changing NIGHT to DAY

## IT'S A L-O-N-G LIST!

"Yep, a real impressive list," you say. "but what's it all about?"

Frankly, it's our way of pointing out some of the major advantages and savings available to you through cellophane bundling. Cellophane bundling is economical from a materials cost standpoint as well as from a handling and labor-saving point of view. And you'll find that your retailers and wholesalers will be mighty pleased with your products handled in sparkling cellophane. It helps them with inventory and merchandising display.

As we said, it's a "L-O-N-G LIST" -- one you're bound to be interested in. So we've designed and produced a colorful brochure explaining cellophane bundling and what it can do for you and your products... how it can increase your sales... who leading manufacturers hail it as the "most revolutionary concept" in redistribution packaging.

If you'd like a copy, fill out and mail the enclosed postage-free card and we'll send one to you.

Won't you mail the card today?

Cordially,

*Thomas O. Williams*  
THOMAS O. WILLIAMS  
General Sales Manager

AMERICAN VISCOR CORPORATION  
ONE AVISCO DRIVE  
100 PENNSYLVANIA BLVD.  
PHILADELPHIA 1, PA.

LOOK TO **AVISCO** FOR NEW IDEAS!



ager's signature. This system enabled Avisco to keep close check on returns and provided local district managers with leads.

The fee for this program was for production costs handled by Connelly, and for creative charges to Direct Mail Creation and Production of Toledo, a creative network of which Connelly is a member (See April, 1960; Page 41). The overall cost was \$3,131.65. Of this amount, \$2,478.85 went to Connelly and DMCP, and included list cost and postage. An additional \$150 was charged for the original art and copy layout authorized by Avisco (s.o.p.

for all DMCP Modern Direct Mail campaigns) and another \$502.80 for the 350 kits. Avisco's overall advertising and promotion budget for cellophane is about \$400,000.

According to Baird the campaign results have been something just short of phenomenal. The percentage of return was high, but more important, the quality of inquiry was excellent. Baird stated that the campaign combined with advertising and publicity efforts has resulted in increased sales that exceeded their most optimistic expectations. He said: "This campaign's direct measurable results proved to us the value of true direct mail advertising as opposed to merely

merchandising our advertising and publicity."

Many firms face Avisco's problem, i.e. having a good product that differs only slightly from competition in price and quality. Too many manufacturers tend to throw up their hands and say "direct mail is fine, but not for my kind of business." They feel there is not enough to say about their product. The truth is that when a manufacturer gets into this position—a close similarity to competitors product—this is the time merchandising ideas and the promotion of these ideas are of prime importance. •



## HOW A RESTAURANT BRINGS IN BUSINESS DURING SLOW PERIODS

*"In case you haven't heard, this month is Unselfish Shellfish Month at The Lobster—and there is a gift for you in observance. A 3½", one-pound flaming red lobster ash tray (one of which sat for the portrait above) which will add real flavor to your desk."*

That's the opening paragraph of a letter mailed out by The Lobster, well known sea-food restaurant at 145 West 45th St. in the heart of Broadway's theatre district. The letter is part of a campaign that's attempting to lure both new and old customers to the restaurant during the usually less-busy daylight hours.

The remainder of the above letter (sent to a compiled list of businessmen — by name — in the immediate area) asked the recipient to come to The Lobster for lunch and receive his free ash tray. Included was a miniature of their luncheon menu, complete with prices.

Three thousand letters were mailed out to these businessmen, and a similar letter with minor copy changes was mailed to The Lobster's 2,000 charge account customers.

Results so far have been heartening to owners Mike Linz and Stan Fuchs, and also to McVicker & Higgenbotham, sales promotion and direct mail specialists, who created the campaign. On the "cold" list of businessmen, The Lobster letters are pulling better than a 3% return, while on the Charge Account list, the return

is about 7.5%. In almost every case, the letter-bearer has brought one or more people to the restaurant to dine with him. Overall, there has been a sharp upswing in daytime—and particularly luncheon—traffic.

Newcomers to The Lobster who turn in letters for ashtrays are invited to open a Lobster Charge Account, and if they do, they promptly receive a follow-up mailing with their charge card enclosed. Charge customers producing the letter receive a follow-up mailing from Mike and Stan thanking them for their continued patronage.

Costs for this campaign are high, although individual elements are hard to isolate. However, the ash-trays (specially designed and cast from iron on this limited run) cost The Lobster \$1.50 each. Consequently, they make no money on the recipient's first visit unless he happens to bring several people with him. The success of this campaign hinges on the amount of repeat business that occurs in the months to come. This can be measured—and is being measured now—by the general increase in traffic during the luncheon hours.

While early returns are gratifying, these are not the only benefits Stan Fuchs and Mike Linz are reaping from this letter campaign. They are also discovering some enlightening—and often discouraging—facts about their restaurant. For one thing, they assumed that "everyone knew The



Lobster." It's a natural assumption. Almost every businessman who's been located in one place for any length of time feels the same way.

The truth is that, when cross-checking the compiled list against their own charge customers, they discovered that of the 3,000 businessmen—all top prospects for luncheon—only nine held charge account cards at The Lobster. Moreover, they discovered that of their own list of 2,000 charge customers, only 30 dined at the restaurant more often than once every three months.

If there's any moral to this story at all, it is "Don't succumb to the evils of presumption." Everyone may not know who you are, even though you've been in business fifteen years. A simple test mailing might prove many things about your business if you give it a chance. ●

The letter on the left is the one sent to the compiled list of prospects in the immediate area surrounding The Lobster. The letter on the right is the follow-up mailing when the new customer requests a Charge Account.



145 West 45th Street • New York 36 • JUDSON 2-0400

3rd March, 1980

Dear Mr. Robinson:

In case you haven't heard, this is Unselfish Shellfish Month at The Lobster - and there is a gift for you in observance. A 3½", one-pound, flaming-red lobster ash tray (one of which sat for the portrait above) which will really add flavor to your desk. Each sells for \$2.50, but we found these statuette so winsome-looking that we're throwing good cents to the wind to show all the lobsters we know that we admire their spirit as well as their flesh.

Stop in with this note for yours today. And while here, join us for lunch. A typical menu: scampi on a bed of rice pilaff...broiled red snappers (served rare, medium, or well, as are all our cooked fish)...broiled steak on toast with mushroom sauce...and, of course, lovingly-prepared Maine lobster.

We're counting on you to help us do honor to these trusty crustaceans...and to your palate!

*Stan Fuchs and Mike Linn*

This miniature menu is a great aid to "anticipatory relish." Give us a call at JU 2-0400 for reservations anytime, and particularly Wednesday-Saturday matinees. Those days, even our spacious West Room may have a waiting list!

By Appointment to their Assorted Majesties:

CLIFFORD GOETS • WALTER SLEAZER • MICHAEL AND PAVE HANN  
REGINALD OWEN • GIG YOUNG • THELMA WITTE • DIANE CLENTON  
and other Privileged Parties



145 West 45th Street • New York 36 • JUDSON 2-0400

3rd March, 1980

Dear Mr. Robinson:

It is a pleasure to open your Lobster charge account. We hope you'll be using it regularly.

One of the very nice things about luncheon at The Lobster, you'll find, is the unruffled atmosphere that prevails in the spacious West Room almost throughout the afternoon. This is one of the few spots in the Midtown area where you can count on both superb food and relaxed surroundings. (In addition, luncheon prices are an "moderate" they're almost reactionary.)

Plan to join us soon. For special attention - particularly in the evening and at Wednesday- and Saturday-matinee times - give us a call at JU 2-0400. We're looking forward to serving you again.

Cordially,

*Stan Fuchs and Mike Linn*

By Appointment to their Assorted Majesties:

CLIFFORD GOETS • WALTER SLEAZER • MICHAEL AND PAVE HANN  
REGINALD OWEN • GIG YOUNG • THELMA WITTE • DIANE CLENTON  
and other Privileged Parties

## BILL INSERTS

### —How to Hitch-Hike Your Way to More Business and Good Will

by William J. McKenna,  
Vice-President  
Old Equity Life Insurance Company

Picture yourself in front of an airline reservation counter. You're about to put down hard cash for a ticket from Chicago to Miami when a pilot friend offers you a chance to ride along with him to Miami. You'd take the free ride, wouldn't you?

A good number of people wouldn't—if they followed the same line of thinking with their direct mail.

Maybe I'm oversimplifying the problem of using envelope stuffers, but to my way of thinking the man who doesn't use envelope inserts is missing just as much of a good thing as the man who refuses the free flight to Miami.

We've found at Old Equity Life Insurance Company that letting well-designed envelope stuffers "hitch-hike" with our billing notices won us

free rides to more business and gained us the good will of our policyowners.

For every \$1 we spent on printing inserts last year we got back \$45.87 in annualized premiums on new business—not to count the lapse prevention and good will we built among our present policyowners.

We've used envelope stuffers at Old Equity for years—at least as far back as 1952 when I came into the advertising department—but we began a systematic program to use envelope stuffers in 1958.

Our envelope stuffers have three major purposes: to sell further insurance to present policyowners; — to create a good image and build good will for Old Equity; and — to service and hold on to our customers.

We have developed four major



#### REPORTERS NOTE:

Insurance companies send out a lot of mail, not only in prospecting but in billing, either monthly, quarterly or annually. Sending along "hitch-hike" messages that will mean new business to the company is an idea that many are exploring. One advantage is immediately obvious. No extra postal charge for the hitchhiker and with increased postal rates ever threatening, this can be a way of counteracting these higher expenditures. Bill McKenna, no stranger to The Reporter (See December '59) has written a fine article on Old Equity's use of hitchhiking "stuffers." We think you'll find his comments interesting and practical.



types of stuffers to serve these purposes. They are a series of information cards; a quarterly magazine, *The Policyowner*; a miniature annual report; and a series of lapse prevention reminders.

The best source of new business for any company is from satisfied customers. Three times a year, then, we enclose an information card with our premium notices. The information card might feature a general program review or a specific request for a policy, such as our hospital and surgical protection. We find that our return on these information cards averages three per cent. In other words, for every 100,000 cards (which we enclose with our premium notice billing—at no extra postage!) we obtain 3,000 "hot" leads from our present policyowners.

The card stimulates our policyowners to thinking about additional coverage, and the business reply card brings action. Our insurance counselors have a very high closing ratio on these particular leads. Their average sales run about three for every five cards called on. That's an excellent record from leads developed by a small printing cost and no mailing expense.

Our information cards are always mailed with the spring, summer and autumn issues of *The Policyowner*, thus allowing us to run a companion article on the policies or services offered on the card. We don't mail an information card with the winter *Policyowner*, which is mailed during December, January, February and March, principally, because our tests show that it is not practical.

The quarterly magazine, *The Policyowner*, is our chief ambassador of good will to our policyowners. *The Policyowner* (4 pages, 7 x 5½, two colors) keeps the individual informed of company policies and practices, explains new forms of coverage, reprints third party endorsement of Old Equity (publicity and testimonials) and provides public service features.

I'll list a few of the articles from two recent issues to give you an idea of the service *The Policyowner* performs: "a partial list of paid claims" against a background of checks was a front page feature; a news item on a new drug to cure ulcers; an explanation of a new benefit that pays for a doctor's visits while the policyowner is hospitalized; a list of helpful hints to prevent colds; an explanation of Old Equity's Merit Scholarship, which will guarantee some deserving young man or woman

four years of college.

Our annual report mailing accompanies the spring issue of *The Policyowner* in a mass mailing to all policyowners. New policyowners, who join Old Equity's protection family through early autumn will receive a copy of the report with their first billing.

Since our policyowners may pay premiums on a monthly, quarterly or yearly basis, the fastest way to handle the inserts is to place them in each billing. It means that monthly premium-payers will receive more than one copy of *The Policyowner* and the current inserts. Contrary to the majority of thinking in the direct mail field, however, we have discovered there is no resentment on the part of the policyowner from this practice.

Perhaps the greatest advantage to us as an insurance company in the use of enclosures is that it does help us

prevent a loss of business from persons allowing their policies to lapse.

We have done many experiments, using a staggered test basis on identical mailings with premium billings; these show that several of our most expensive pieces pulled the least results. Our most successful inserts have been simple 3½" x 7½" fliers, printed on only one side, that hit home to the policyowner the importance of his insurance protection. We use statistics on accidents and health levels, the listing of "extras" in his policy with Old Equity and the angle of security and peace of mind to keep the policyowner paying his premium.

All in all, I think you'll be money ahead if you take either a free plane hop to Miami or hitch-hike your way to more business and good will through envelope stuffers. •

**OLD EQUITY LIFE Insurance Company**  
Old equity building, Evanston, Illinois

**the POLICYOWNER**

**Better to GIVE than RECEIVE**

**Partial list of recent CLAIMS PAID**

Phyllis J. Anderson Wabash, Mo. Ky.	\$ 88.44	Andy S. Rhoads Washington, La.	\$ 100.00
Marjorie J. Ford Mesa, Arizona	\$ 80.00	Lillian S. Lee Ocala, Fla.	\$ 50.00
Donald W. Roberts New Haven, Conn.	\$ 75.00	Harold R. Mann St. Louis, Mo.	\$ 1,000.00
John L. Rife Harris, Kentucky	\$ 100.00	Mrs. Jeanne Wilson Baltimore, Md.	\$ 100.00
Marjorie A. Rhoads			

**Upper right, business reply card: Top, Spring mailing of The Policyowner; Middle, the Autumn mailing; Spread, the Summer edition of this popular bill insert.**

**Here's 6 timely tips on how to protect yourself and your dependents:**

1. In deciding where to keep your policies, remember that for best purposes of insurance it is possible to keep them safely at the time of need. That's why Old Equity sends your Policyowner to mail the 4 pages of checks. Be sure that all checks are sent safely when they arrive from your policy. Be sure that all checks are sent safely when they arrive from your policy.

2. Has your baby a new birth in the family? Have any of your children recently married? Should a change be made in your beneficiary? When are you past a few of the years that should be reviewed to make sure that your beneficiary keeps pace with your changing times?

3. Old Equity provides a space for this on the premium notice. Simply send us your old address which is printed there, and print in the new one. It's free you keep your policies up-to-date and avoid premium delays which result from late or wrong policy.

4. Since you originally bought insurance to protect your family, it is important that they know how your program is planned. Summer there is ready, our Executive Office immediately at the event. Please should be directed by insurance - accident - or illness.

5. Old Equity maintains a Policyowner Service Department and has assigned Personal Insurance Counselors to assist you and all questions you may have. Even in the change for this service, Old Equity wants everyone to know exactly what benefits are available to them.

6. To be on top of the RIGHT time, your policy must be on time ALL THE TIME.

THE Poisson distribution touched on lightly last month is one of three that are extremely useful to the direct mail practitioner. For the record, they are the Poisson distribution, the binomial distribution, and the normal distribution. Each can be viewed in different ways, and each has its own advantages and peculiarities; but to state our approach in the broadest general terms, the Poisson and the binomial are important to us principally because, with sample sizes as large as they customarily are in direct mail, the Poisson and the binomial will usually give very close approximations to the normal distribution; and because existing methods, quite simple, will let the direct mail practitioner do a good deal of prying into unknown probabilities without relying on oversimplified and "canned" tabulations prepared for his benefit.

It is important to note right here that the operative word in this whole discussion is "distribution." It is a fact, widely known and widely ignored, that returns on a mailing vary from segment to segment of a list, i.e., on a 10,000 mailing which had an over-all return of 200 orders, or 20 per thousand, there would be some groups of 1,000 which actually pulled 20 orders; some which pulled 23, 24, etc.; and some which pulled only 16, 17 or 18.

It is also important to realize that normally these groups tend to cluster around the central average; i.e., there will be more groups pulling 17, 18, 19, 21, 22, 23, orders than there will be groups pulling 10 or 15 or 30 or 50 orders.

Obviously the only way to find out exactly how these groups will form and cluster in a given case is to mail the whole universe you are interested in, and check the results.

A simpler and less expensive way is to use existing methods to predict these results. In fact, a good deal of recent sampling theory was developed precisely for testing and forecasting results on objects like light bulbs and atom bombs—where testing involved the destruction of the object, with the consequence that a test of the whole universe of objects was highly undesirable.

Anyone in his right mind will be afflicted with a legitimate suspicion at this point: maybe these theories

a) are too complicated to be much help, or  
b) don't work anyhow.

The simplest way to get around this point is to give a few examples, and some background.

The Poisson distribution first. While it is not a very useful attribute

# an arithmetick for DIRECT MAIL

The Second in a Series on Testing and Research

by

James Connell,

James Connell & Associates, Washington

in direct mail (where most mailers know how many pieces they mailed) the Poisson, among its other charms, can give you some idea of how apt a thing is to happen, when you have no way of measuring how often it *won't* happen.<sup>10</sup> Or more effectively stated it helps predict the occurrence of relatively rare events, such as the possibility of getting an order when you're working on a 1% return basis.

The classic example which established the Poisson as a working tool was a study of the frequency of occurrence of death by horse-kick in the Prussian cavalry over a 20-year period.<sup>11</sup> Starting with the fact that 122 men had met death from the kick of a horse in the period, Quetelet and von Bortkiewicz were able to rank the probable frequencies of death per year (1 per year, 2 per year, 3 per year, etc.) and compare them with actual death records. Here's the comparison:

Number of deaths per year	Number of years in which this number of deaths occurred	
	Actual record	Poisson prediction
0	109	108.7
1	65	66.3
2	22	20.2
3	3	4.1
4	1	0.7

<sup>10</sup> Getting struck by lightning, for instance.

<sup>11</sup> J. D. Williams: *The Complete Strategist*, McGraw Hill, 1954.

Williams, with a deplorable frivolity, remarks that "If you protest that horses are more predictable than men, we counter confidently with the assertion that the method is just as applicable to the distribution of horses kicked to death by Prussians." And if lingering doubts still cloud your appreciation of the Poisson, I hope that they will be removed a little later by another example, taken from an actual case history.

The binomial distribution is nothing more than that ancient friend of High School math —  $(a + b)^n$ . It's extremely useful for situations where the percent of return is relatively high — say, for instance, where returns reach 10% or more.

If you let "n" stand for the number of trials involved in a particular sample, "a" for the chances of success and "b" for the chances of failure, then the expansion of the binomial will give you a reading on the distribution of successes to expect. Like so:

If you are going to flip 2 coins<sup>12</sup>, and you call a head a "success," then your chances of getting a head on any single flip of a single coin are 1 out of 2, or  $\frac{1}{2}$ . Your chances of getting a tail are the same, since  $1\frac{1}{2}$  equals  $\frac{1}{2}$ .

Then — to go back to the formula —  $a = \frac{1}{2}$ ,  $b = \frac{1}{2}$ , and  $n = 2$ : so you have  $(a + b)^2$ , which equals  $a^2 + 2ab + b^2$ . Since we have values for a and b, we can substitute:  $(\frac{1}{2})^2 + 2(\frac{1}{2} \times \frac{1}{2}) + (\frac{1}{2})^2$  which equals  $\frac{1}{4}$  plus  $\frac{1}{2}$  plus  $\frac{1}{4}$ .

This means, of course, that the expected probabilities — or the correct betting odds, if you prefer — of getting 2 heads out of 2 flips are 1 out of 4; the chances of getting one head and one tail are 1 out of two (the middle term in the equation) and the chances of getting 2 tails are one out of 4.

There's obviously nothing complex about this. The only problem is, of course, that when the odds aren't even (say when the chances of success are 1/10 and the chances of failure are 9/10) and the number of trials reaches, say, 1,000, the formula becomes  $(a + b)^{1,000}$ , and the pencil

(Continued on Page 41)

<sup>12</sup> Or the same coin twice — it doesn't matter, unless the coin has two heads.

**D M**  
**A A**

# NEWS

**S. Arthur Dembner**  
*Chairman of the Board*  
**Robert F. DeLay**  
*President*

**Direct Mail Advertising Association**  
**3 East 57th Street, New York 22, N. Y.**  
**MURRAY HILL 8-7388**

*Edited each month by the staff of DMAA*

## Meaty Program for Direct Mail . . .

Urbana, Illinois . . . Theorists and practitioners of marketing and advertising will "teach" business and advertising people from June 5-10 at the University of Illinois. DMAA, as sponsor of this seminar, has secured a panel of outstanding authorities in the field of advertising.

Howard Wilson, Vice President and Copy Director of Kenyon & Eckhardt will discuss, "The ad agency and direct mail advertising."

Other speakers include: Michael Rich, Vice President of Ira Rubel, Inc., who will speak on "Making direct mail profitable," Huntley Goddes, Director of Research, R. L. Polk & Co., G. W. Charlesworth of John Deere & Co. and Paul Bringe, President Paul J. Bringe, Inc. Others include Robert Comein, Promotion Director and Copy Chief of Harrison Wholesale, "Red" Dembner, Circulation Manager of *Newsweek* and Henry Hoke Jr., publisher of *The Reporter of Direct Mail Advertising*. "Lists" will be the subject for Oliver Roskam, President, The Roskam Co.

George Cullinan, President of The George Cullinan Organization, will be the banquet speaker and Robert DeLay, President of DMAA, will greet the attendees and speak to them at the "Welcome" supper.

The University of Illinois has signed Prof. Arthur Uppgren, of MacAllister College, Minneapolis, to speak on "Business economics for direct mail advertisers." From the University of Illinois staff, the following professors will preside: Charles H. Sandage, Head of Dept. of Advertising, Hugh W. Sargent, Asst. Prof. of Adv. and John T. Maguire, Asst. Prof. of Business English.



**HOWARD WILSON**  
of Kenyon & Eckhardt  
To Speak at University of Illinois

## Membership Drive Focuses on June 15, 'Shoe Leather Day'

NEW YORK—"I'd walk a mile for a new DMAA member!"

This seems to be the slogan which is motivating hundreds of state and city committee chairman in their plans to corral on June 15 the greatest number of new DMAA members ever to be signed up in any one single day.

Labeled "Shoe Leather Day," June 15 will witness the culmination of several months of intensive planning. During this period DMAA headquarters has forwarded warm-up promotional material to hundreds of prospects whose names have been furnished by the local committees.

It is indicated that on June 15 some 3000 prospects will be visited.

## New Classifications Revealed for Entries In '60 Direct Mail Leaders Contest

NEW YORK—Significant changes have been made in the categories and classifications for entries in '60 Direct Mail Leaders Contest.

Any entry in any of the eleven classifications of material produced between July 2, 1959 and Aug. 1, 1960, can be entered into any one of six judging divisions, according to its purpose, format or budget.

The major classifications in this year's contest are:

Automotive, pharmaceutical, industrial products, consumer products, retail efforts, public service, financial, sales, communications, groups and private.

Entries in any of these groups can be made for direct mail campaigns,

projects with a budget of under \$5,000, internal house publications, external house publications, letter campaigns or financial and stockholder reports.

Awards will be publicly announced for the first time at the Awards Breakfast which will open the 43rd Annual Convention in Miami Beach.

All entries, whether adjudged prize winners or not, become part of the extensive DMAA library and are constantly circulated among other advertisers, libraries and educational institutions for evaluation and study.

Aug. 1 is the closing date for entries in this year's contest. Application blanks and entry forms may be obtained from DMAA headquarters.

## Repeat Performances Feature Unique Miami Panel Sessions

MIAMI BEACH, FLA.—A unique adaptation of the traditional movie "continuous performance" technique will permit each person attending DMAA's 43rd Annual Convention to sit in on at least two of a series of four concurrently run feature panels.

Scheduled for a three-hour period on Thursday, Oct. 13, final day of the six-day convention, each of the five panels will run for one and one-half hours. Then, following a short break, each will reassemble and repeat its essential discussion.

In this manner, every individual attending will have an opportunity to listen to at least two of the sessions that morning.

Attracting unusual advance attention among these five concurrent features is the panel called "Let's Listen to Those Who Get the Mail." Here, under the chairmanship of Robert Bonebrake, Tension Envelope Co., six typical representatives of the mail-receiving public will set forth their reactions to the material normally reaching them. The panel will include a housewife, an industrial purchasing agent, a retailer, a small businessman, a teenager and a corporation executive.

The four other feature panels to operate as part of the "continuous performance" session will be:

A production clinic, chaired by Robert Fox, Hooven Letters; a combined basic direct mail course for beginners and refresher for professionals, with Fred R. Messner of G. M. Basford Co. presiding; a Town Hall that will discuss unique direct

mail experiences, under the leadership of Maxwell Ross, Old American Insurance Co.; and a case history, The Diners Club Story, related by Spencer Nilson, vice-president of that organization.

Acceptances of invitations to address the Convention are coming in almost daily from name speakers. Latest to respond is Charles E. Corcoran, vice-president of the Equitable Life Assurance Society of the U. S.

Mr. Corcoran will be the featured speaker at the Convention's closing luncheon.

Social events and get-togethers will occupy the registrants over the weekend of Oct. 8 and 9, with the Convention getting down to serious business on Monday morning, Oct. 10.

All sessions will be held at the Americana Hotel here.

## Calendar of Events

### MAY

- 4-5 **San Francisco**—Fairmont Hotel DMAA West Coast Convention
- 9-13 **Seattle, Washington**—DMAA LEADER SHOWING at The Cone Co.
- 23 **New York City**—Hotel Plaza DMAA Letters for Sale and Service Workshop.
- 23 **Kansas City, Mo.**—Adv. & Sales Executives Club Direct Mail Day.

### JUNE

- 2 **Indianapolis, Indiana**—Direct Mail Day.
- 2 **Memphis, Tennessee**—Art Directors Club of Memphis—Showing of '59 Direct Mail Leaders.
- 5-9 **Urbana, Illinois**—University of Illinois, Direct Mail Advertising Institute (further details write DMAA).
- 15 **Shoe Leather Day.**
- 21 **Washington, D.C.**—Official Direct Mail Day.

## '59 Campaign Winners Slides Available

New York . . . DMAA has been spreading the techniques of better direct mail advertising with a 35mm color slide set, based on winning entries in the '59 Awards Contest.

Twelve complete national campaigns are depicted; a speech and running commentary accompanies the 67 slides.

General Electric of Schenectady writes, "We have used the set twice here in Schenectady and the audience reaction has been terrific."

Because of this kind of reception, DMAA has now ordered 20 more complete sets.

Sets rent for \$15 a day (excluding travel time), or may be purchased for \$75 per set complete. Write DMAA Headquarters for further information.

## Booklet on Testing, Completely Revised Once Again Available

NEW YORK—A valuable research report, out of print for some years, has been revised and reprinted, and is once again available to DMAA members and non-members alike.

"Testing: the Scientific Approach to Direct Mail," first issued in 1953, has been completely updated by William Arkright Doppler, under whose direction the report was first compiled and issued seven years ago.

In 25 detailed pages, the booklet sets forth a number of basic considerations that all direct mail practitioners should know about in order to judge the results of test mailings accurately. It discusses minimum sample sizes, significance of test results, pulling samples and analyses of results.

Dr. Doppler, who was an original charter member of the New York Sales Executives Club, held a number of management positions prior to his retirement in 1953.

Copies of the new, revised edition are available at DMAA headquarters at \$2.50 each for DMAA members and \$5 per copy for non-members.



**More Mail  
means  
More Prosperity  
D. M. A. A.**

## Business Letter Workshop Meets

NEW YORK—That basic tool of the direct mail practitioner's trade, the sales letter, will be analyzed and discussed at a history-making workshop to be held here later this month under DMAA auspices.

Gathering around the title, "Letters for Sales and Service," direct mail creators and producers in the metropolitan area will meet at the Hotel Plaza on Monday, May 23.

Details of the program are currently being put together by John Yeck, "Bus" Reed and Paul Bringe.

This Business Letter Workshop, first of its kind to be sponsored by DMAA is expected, because of its unique program and its concern with a fundamental question, to attract an attendance of considerable size.

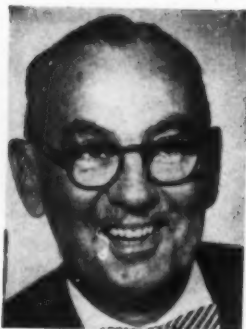
## DMAA's Pony Express in Commemorative Postal Slug

Stamford, Conn. . . Pitney-Bowes, Inc. has designed this outstanding postal slug for DMAA and its members. They have used the now-famous slogan, "More Mail Means More Prosperity" and a line cut from the DMAA Pony Express Christmas greeting.

The U. S. Post Office department is issuing its commemorative Pony Express stamp in July.

This slug will promote the year's postal theme which honors those brave riders of a century ago. If you are interested in obtaining a slug for your meter write to DMAA headquarters for particulars.





# "Reed-able Copy"

*A Monthly Clinic Conducted by Orville Reed*

Here's a part of a letter received from a prospective user of direct mail which sparked this piece.

As you probably know, the products we sell have long been standardized. Every manufacturer makes three basic grades. All brands of each grade are made to the same specifications. For that reason you can buy wherever the prices are lowest—and the service is best.

This situation is common in many lines of business. It is true in many products manufactured and sold to industry as components which eventually become a part of product manufactured for consumers. Such components are manufactured to the specifications laid down by the manufacturer of consumer products.

It is true also of many electrical products, such as cable and wire. You'll find it exists in molded rubber products, grommets, seals and gaskets.

It exists also in the selling of life insurance where rates are based on mortality tables. Services of many kinds, such as freight trucking (where rates are set by law) linen services, even banking. The product or service has few, if any, special features that set it apart from competitive products or services. It has few extra benefits to offer. It is equal to, but no better or no worse, than competitive products or services.

In other words, the reasons for buying are not inherent in the product or service itself.

## **Offer Differs Slightly**

Many of you, like my correspondent, realize that what you have to offer your prospects differs only slightly from what they can buy from many of your competitors. Oh, of course, you can dream up slight advantages. Your product may have a little more chrome plating than that of your competitor. It may be smaller or larger or have less moving parts.

It may be possible for you to blow up these slight advantages ten times life-size, to consistently say that yours is best, or better, or does a better job. You can over-emphasize doubtful points of superiority. But the enlightened buyer knows that these are surface differences and do not provide sufficient reasons for him to abandon his present source of supply and buy from you. So what have you got to sell? How can you convince a buyer who now buys a product similar to yours from one of your competitors, that he should switch and buy from you?

Cut prices? That's the usual way resorted to by many manufacturers of products to get the job done. Of course a lower price is attractive to a buyer. And it will produce some orders from prospects. In many cases, however, price cutting as a way to get sales defeats its own purpose. Buyers are adept at using your low price list to put the heat on their present suppliers—to get them to lower their price to meet yours.

After receiving your cut-price quotation it's so easy for the buyer to call in his present supplier with the following monologue ensuing:

Hey, Joe, I got a price list from the Brown Company the other day. Looking it over I find I can buy an item of the same specifications as your No. G-462 at 8 per cent less than I'm paying you. What are you going to do about it? The specifications are exactly the same. This Brown product will serve our purpose as well as what you've been selling us. Sharpen your pencil, boy. I want to give you the business but I just can't pass up this deal when I can save myself and my company a lot of money.

So Joe does sharpen his pencil. He beats your price in order to hold the business. All you have succeeded in doing is to reduce the profit margin in your industry.

Keeping your prices competitive is important, of course. But there are

other "benefits" outside of your product itself which you must sell in order to woo customers away from your competitors and to get your share of the business. It is a difficult job to do. It takes time. It can't be done with one mailing or one call or in one fell swoop. It takes a long range program, patience, and especially friendly and helpful persistence.

In these tight competitive situations where a product or service has only a slight edge, if any, over competition, people, personalities and reputation of the supplier, plus a spirit of helpfulness, are the intangibles which must be sold.

I believe it was the late Theodore F. MacManus who said, "If I could persuade some people that I am honest and that I practice honesty in my business and in my product, I am in a fair way to build a clientele. Only reputation sells goods steadily."

## **Be Helpful**

That's only a part of the story. It seems to me that simple honesty is not quite enough. The key word, in my book, is "helpfulness."

If you persistently, month after month, drop on a prospect's desk the kind of direct mail that is downright helpful to the buyer in his job—if everything you send him radiates friendliness, a spirit of wanting to give him plus service—you can, in time, convince these buyers that you have their interests at heart, you can build a friendship with them—the kind of friendship that will make them want to give their business to you rather than to your competitor—everything else being equal.

Here is a 10 point program—now being successfully used by many manufacturers in a highly competitive market where there are slight differences in product:

1. Maintain a continuous contact with the buyer, keeping him forever conscious of your product, your willingness to do the unusual for him in the way of delivery, information—even entertain him so he looks forward to getting your mailings because they are a bright spot in his day.

2. Prepare your direct mail carefully so that it convinces the buyer that you have his interests at heart.

3. Don't continually high pressure him with price alone. As my correspondent said in his letter, "Most buyers have heard bargain price talk before. Maybe some of them are bored with it by now." However, if through some special economy in production you find you can offer a lowered price on a special item, or for a limited period, let the prospect know. But tell him, also, why it is possible for you to give him such a price break.

4. Be sure what you mail him every month is something that he wants to read, that he looks forward to getting, that is human, down-to-earth, sensible, logical, entertaining, easy to read, and leaves him feeling "I'd like to know this fellow better."

5. Between your regularly scheduled monthly mailings send him short notes or clippings from trade publications about matters having to do with his job, or his industry. Of course he may have read the same material in the trade publication before your clipping arrives. But the very idea that you send it to him shows you are thinking of him and his problems.

6. Find out what the buyer's hobbies are. If he's a fisherman clip interesting articles about fishing in which you think he might be interested and send them to him on your letterhead. Or if he's a baseball fan, football fan, has children, likes music, reads a lot, or whatnot—keep contacting him with information pertaining to his particular hobbies, his likes, his extracurricular activities.

7. Contact him by mail as frequently as you possibly can. In this way you will be Johnny-on-the-spot in cases where his present supplier might have let him down on an order. By doing this he will instantly think of you as an alternate source.

8. In cases where the buyer gives you a "try" on a special item be sure his first order is handled promptly—that he gets exactly what he has ordered—and meet or preferably beat his delivery requirements.

9. Follow up this first order with a letter thanking him for it.

10. When he pays his bill thank him for his check. If there's any business logic in wooing a prospect with honeyed words, there certainly is logic in thanking a new customer who pays his bill promptly.

Put "personality" into each of your mailings. Write your copy in the first person—make each mailing a personal communication between you and an individual, because in the selling of a highly competitive product where differences are slight, people buy from people.

As you read over the 10 points—suggestions about what to do to get business—you will recognize one fact—these are the very things a good

# Learn to talk to those who count the most

In choosing advertising media, the whole trick is finding the one that reaches more of the people who can buy your product or service.

Sales analysis has shown a great many companies that 80 to 90% of their business comes from 10 to 15% of their market. With few exceptions, this market and selling situation applies to all companies we serve. They know that direct mail is a natural for developing the markets that *count the most*. Results are better, costs are lower, when you use direct mail to reach those who have reason to listen, reason to buy.

What about your picture? A few minutes' discussion might show what Dickie-Raymond's long experience, tested knowledge, and inspired creative and sales thinking could bring to you in reaching the high-buy markets that count the most.

## Serving Leaders in American Business

AEtna Life  
Air Express  
American Airlines  
American Siskraft  
C. I. T.  
Eastman Kodak — Industrial  
Factory Mutual  
G-E Air Conditioning  
General Time — Stromberg  
Hertz Corporation

International Silver  
New York Stock Exchange  
Pan American World Airways  
Pitney-Bowes  
Puerto Rico — EDA  
Potter Drug — Cuticura  
Sheraton Hotels  
Sylvania Electric  
Wall Street Journal  
Zippo Lighters

## DICKIE - RAYMOND

SALES PROMOTION COUNSEL • DIRECT MAIL ADVERTISING

225 Park Ave., New York 17 MUrray Hill 6-2280

470 Atlantic Ave., Boston 10 HANcock 6-3360



## How Business Week uses taylor-merchant's "MAILER-WITH-A-VIEW" to promote sales...

An intriguing, provocative cover, with a die-cut eye—disclosing a precision optical viewer inside which shows a full-color slide preview of a Business Week advertisement! No wonder this Business Week mailer got results!

Whether it's a product preview or a visual sales talk, your selling message, will command admiring attention with Taylor-Merchant's Mailer-With-A-View.

Phone or write on your letterhead today for a free sample of this new Mailer-With-A-View. No obligation.

**Taylor  
Merchant**

dept. a  
the taylor-merchant corporation  
48 west 48th street, new york 36, n. y.  
Plaza 7-7700

## FREE TRIAL BRAND NEW CURRENT ISSUE CLIP BOOK of LINE ART YOURS FOR 30-DAY FREE EXAMINATION

Try it in your own office for 30 days! Puts professional flavor into low-budget paste ups... saves time and money. Used by ad agencies, art studios, printers and industry. Dozens of top quality line drawings every month. Ready to use — just clip and paste! Just jot a memo on your company letterhead: "Send me the current 'Clip Book of Line Art' on 30-day approval." No obligation!

**HARRY VOLK JR. ART STUDIO  
PLEASANTVILLE 3. NEW JERSEY**



## SPEED TYING OF OUTGOING MAIL SAVE TIME-LABOR-TWINE TIE LETTERS - PARCEL POST - CHECKS PAPERS - CIRCULARS - LABELS - BOXES with a AUTOMATIC PAK-TYER



There is an ALL-PURPOSE PAK TYER for every application. Ten times faster than hand tying. Easy to operate and maintain. All bundles and packages can be automatically tied without any adjustment. 3 to 24 ply twine, as well as tapes and braids can be used. Several models to choose from. LET FELINS CUT YOUR MAILING COSTS. WRITE FOR CIRCULARS AND PRICES NOW.

**FELINS TYING MACHINE CO.**  
3351 N. 35th St.  
Milwaukee 16, Wis.

salesman does to get business.

Look upon your direct mail not as advertising, but as SELLING. Use the same techniques employed by the personal salesman.

Make it your business to find out as much as you possibly can about the individuals who buy products such as yours. Make your approach as personal as you possibly can.

As you read this it probably sounds like a lot of work. Close attention to detail. It is. Good selling is hard work. But the rewards are worth the effort. You have a unique opportunity to build business by direct mail if you are selling a product where the edge in "benefits" is slight or non-existent. But it should not be used as a mass medium if you hope to get results.

Your claims of product superiority, price cutting, may leave many buyers cold. But, once you convince a buyer that you can be helpful to him, once you have made a friend of the buyer have convinced him you'll go more than sled length to please him, make his job easier, that you live up to your promises... you're bound to get your share of the business in the long run.

There's no easy way to do such a selling job.

As a service to readers I will be glad to detail, in future issues of *The Reporter*, how the 10 points mentioned in this article are being implemented by companies in highly competitive markets. This detailing will include actual copy that has been used successfully. How to present the "advantages" you offer (outside of the product itself) in a convincing way. Included will be case histories, discussions of format, mailing schedules, the importance of continuity, and how with a standardized product which can be bought many places and at a comparative price, direct mail is being used to get orders.

If you think a continuation of this discussion would be useful and helpful to you, write me. If you have anything to add to what has been said here, if you disagree, if you care to comment—air your views. We will quote you directly if you care to be quoted. If you do not want to be quoted just tell me and I will abide by your wishes.

"I know half the money I spend on advertising is wasted, but I can never find out which half."

John Wanamaker  
The Great Merchant •



by PAUL BRINCE

## Upgrading Letter Copy

Mr. Field sent the Wellsaw letter along with the question, "Are all industrial mailings put out with such inadequate cover letters?" Poor follow-up letters for expensive ad inquiries are not confined to the industrial field. Throughout American business there is an overwhelming neglect of the potential customer who takes the trouble to answer an ad. If you don't believe it answer a dozen and see what shoddy, careless treatment you receive.

Great brains work to perfect the product. Then nimble brains labor to create an appealing ad to induce you to buy the product. But if you show interest by asking for more information, too often the brain trust is out playing golf and your earnest inquiry becomes the problem of the new sales correspondent, just hired fresh out of college.

This young fellow means well and tries to apply what he learned in school. But he doesn't have much to apply because good letter writing, good communication technique, gets the same back-handed treatment in colleges that it gets from American business. And then too, when this young fellow was hired he was told he would soon advance to better things. Apparently the job of sales correspondent is the bottom rung of the business ladder, as sweeping the floor was fifty years ago. All of which may explain why so few business executives are capable of writing a simple, straightforward, understandable letter.

The Wellsaw letter is no worse than most. In fact, if you take out the words "hand saw" in the second paragraph you can substitute just about any power tool you like and use the letter as is. Use it, that is, if you are satisfied with a letter that does not begin to describe the product. In a contest to write a letter that most successfully conceals the product this one would rate high. It is a collection of generalities sent to a prospect who

**BEFORE**

DS/BJR  
Enclosures

**Wellsaw MANUFACTURING CORPORATION**  
International Metal Cutting Band Saws — POWERSAWS — Electric Motor, Hand and Push Saws  
PHONE CHICAGO 8-1845  
THREE RIVERS, MICHIGAN

March 11, 1960

E. Field, Jr. President  
Selsow Machinery Co.  
315 Westport Road  
Kansas City 11, Missouri

Dear Mr. Field:

It is a pleasure to enclose Bulletin 402 on the WELLSAW 400 as you requested through Industrial Woodworking. Designed to be used like a hand saw, it's a new idea for power sawing. With the WELLSAW 400 you can do more jobs better, with less effort and greater safety. Its unmatched versatility and ease of handling make it an ideal tool for many jobs.

The WELLSAW 400, produced to industrial quality standards, is the result of several years of research, development and field testing. It has proved to be a very useful time-saver in general building and repair on the farm, around the home and in industry.

This new item is being sold through building supply, hardware, tool dealers, and industrial distributors on a uniform sales policy. The attached price sheet shows suggested sale prices, dealer base discount, and the schedule of extra discounts to dealers for quantity orders.

Prompt shipment will be made if credit has been established in the trade. If not, a check with order will avoid delay. Thank you for your interest. We invite you to become one of our WELLSAW 400 dealers.

Yours very truly,

WELLSAW MANUFACTURING CORPORATION  
*J. B. Baughman*  
Dealer Sales

**AFTER**

Dear Mr. Field:

If you were asked to improve on the convenience, accuracy and all-around utility of the standard hand saw, what would you add? An electric motor? Here it is — the Wellsaw 400 electric hand saw.

It weighs only 8 pounds, yet the powerful AC/DC motor gives 8,000 cutting strokes a minute. You don't push, pull or bear down, you just guide it. It will cut 8" lumber fast and still do an extremely accurate job on the thinnest plywood. It cuts on both the up and down stroke — no more kick and pull.

The Wellsaw 400 is a cross-cut, combination or rip saw according to your need. A five second blade change fits the saw to the job. And you never sharpen a Wellsaw blade. When it gets dull you throw the blade away — a new blade costs less than sharpening.

Your customers will want the Wellsaw 400 because with it a man can do anything he can do with a hand saw, but much faster and with no toil and sweat. It is built to rugged industrial and farm standards yet modestly priced, well within the reach of your customers.

There is a good margin for you in the Wellsaw 400 and extra store traffic too, when your customers come back for replacement blades. Sell a few and the word will get around. Notice the extra discount for quantity orders.

There are more details on the catalog sheet enclosed. But no literature can give a true picture of the convenience and labor saving advantages of this saw. Order a few and try it yourself. In ten minutes you will be a top Wellsaw salesman — the best kind of salesman because you'll be an enthusiastic user.

How many should we ship?

Sincerely,



**SEND THE COUPON NOW! YOU CAN COUNT THE PROFITS LATER!**

(address below)

Enclosed is a sample of the mailing piece we use to obtain inquiries or direct customers. Please send us your recommendations **FREE OF CHARGE.**

NAME

COMPANY

ADDRESS

NO. OF NAMES on our list

Many of the country's most responsible list owners make use of our experienced services to rent their customer and inquiry names to other (non-competitive) mailers, on a substantial royalty-for-each-use basis. We can do the SAME for YOU! Our clients are among the best known, highly respected companies in the U.S.A., and your royalties will be BIG enough to make it worth while. So, if your list has 5,000 or more names, Send the coupon NOW for FREE details.

**WILLIAM MADDERN INC.**

215 FOURTH AVENUE • NEW YORK 3, N. Y.

PHONE: SPring 7-7460

CHARTER MEMBER: National Council of Mailing List Brokers

Master Copper Powderless Etching Machine



## Copper Powderless Etching...

Superior printing—molding is now a reality in copper plates. Greater depth in highlight, middletone and shadow areas.

**HORAN ENGRAVING CO.,**

44 West 28th Street, New York 1, N. Y.  
MUrray Hill 9-8585

Branch Office: Newark, N. J.

wants specific details, and plenty of them.

The writer makes the assumption that the circular will do the sales job so that all his letter need say is, "Glad to hear from you. I hope you'll buy some of my stuff—and, by the way, how's your credit rating?"

It has been proven over and over that a well written sales letter that talks to the prospect about his needs and problems will *always* increase returns. Your inquirer wants to be sold on your product. He has answered your ad and is saying, "Sell me, I'm listening." Too often the reply comes back—"Who cares? We're pretty big stuff up here so if you want this product you better reach for it. And say, how's your credit?"

The rewrite is a letter I enjoyed writing. After studying the circular and writing the letter I was sold on the product. This is a well made saw with many superior features. This letter must excite the dealer's interest, stir his curiosity so he will study the catalog sheet carefully. It must talk in specifics—how much does it weigh, how fast will it cut, what kind of jobs can I use it for, what about sharpening?

After the dealer is sold on the value of the product—that's the time to talk about profit and store traffic and how many he will sell. And for a sales letter to talk about credit ratings is like swearing in church. Time enough to look in the big book when the order comes in.

Is there a sales correspondent in the house with a bit of compassion in his heart for the poor suffering prospect? ●

## IMPACT REPORT

(Continued from Page 22)

costly rural delivery service.

These and others should be covered by appropriations . . . not by postage rates. If such were the case, Secretary Mueller could not claim his "substantial deficit."

Another feature warranting study by Congress is the terrific cost of Mr. Summerfield's research projects on automation, standardization, etc. It's reported that costs are approaching a hundred million annually. Are some of these costs necessary? How much of the modernization program is being charged to the poor old deferred third class mail? Shouldn't some of these modernizing experiments be capital investments rather than being included in the annual costs of handling the mail?

The real truth behind the modern-

ization program is that much of it is a waste of money . . . just a device to create more employment and juicy contracts for buildings and equipment.

Some folks in the direct mail field think we should go all out in co-operating with the Post Office on a standardization program necessitated by the research in automation. But should we? Every time I hear rumors that only two types of envelopes will be allowed (#10 and #6<sup>3</sup>/<sub>4</sub>) so they will tumble correctly in the automatic facing machines, I think of the statement made by Whit Hobbs of Batten, Barton, Durstine & Osborn in his article in *The Reporter*: "In this great pioneer land of ours, everyone wants to look alike, talk alike, dress alike, think alike, smell alike. We're all blending together . . . moving toward center. We live neat, carefully arranged lives in neat, carefully arranged rows in the suburbs. Our houses are alike and so are our children and our dogs and our dreams. Dreams of conformity. This is all supposed to be Young Modern. And it's supposed to be fun, fun, fun. And I say to hell with it!"

And this reporter says, "To hell with it," on the subject of standardizing envelopes. We agree with some of the comments made by Ed Lustig of Circulation Associates, Inc., New York in a special report he wrote for the Mail Advertising Service Association. He is against unqualified approval or praise of the Post Office attempts at automation because we may be agreeing to conformity. He says:

"Without the creativity of the artist and the copywriter, we would be geared to the processing of dullness . . . leading eventually to complete lack of interest by the recipient. It's hard enough to get the recipient's attention now without the type of restrictive legislation that says: 'All bulk rate must now be a No. 10 envelope to fit our automated delivery.' Direct mail's success has come in a large measure because of its flexibility . . . its unlimited opportunity for creating messages that get attention with color, dimension, texture, sound . . . and even fragrance. Regardless of the list maintenance and addressing inroads made by IBM, etc. . . you can't punch human emotion into a data processing card. And regardless of what mechanical innovations we make to produce more mail, the final analysis of its success rests in the creative appeal it has for the reader. Automation can help us get direct mail there faster . . . but at what price, if in doing so we must sacrifice the freewheeling creativity that makes this medium distinctive over all others?"

So . . . how much of the millions being spent for research and automation is necessary? How much of

the cost is being charged to third class mail?

Certainly, we should all cooperate with the Post Office in improving the service. We should all "zone" our mail . . . do everything possible to make it easy for the employees to deliver our mail.

But I think we should all stand up and fight against Summerfield's constant effort to price direct mail out of existence by confusing the public and Congress that an unrealistic "deficit" exists. If somebody could get the real truth . . . it would be apparent that *no deficit exists*. There is no real necessity for the \$25 per thousand rate that will probably be jammed through for July 1. There is no real necessity for the additional increases Summerfield is now demanding.

The Commerce Impact Report simply showed that the country didn't go to pot because of increased postage rates . . . but it didn't prove that more increases are needed.

Don't be hesitant in asking your Congressman to find out how much of the extravagant moves, the costly research, modernizing and mechanizing programs are being charged unfairly to third class mail. You have a right to know. •

## IN DEFENSE OF SECRETARIES

Since almost everyone connected with direct mail has a secretary, or deals at times with secretaries, you should enjoy this short piece we picked up in a recent issue of "Back Talk," that often praised monthly house magazine of Joe (J. M.) Kesslinger's Advertising Agency, 37 Saybrook Place, Newark 2, N. J. In case any of these "Do" paragraphs reflect detrimentally on your own qualifications as a boss, better clip this item before your secretary gets a chance to read *The Reporter*. Then . . . save the clipping for further study.

Don't tell me your gripes with your secretary. I'm on her side. It is my belief that most executives get the type of secretaries they deserve. Are you the habitual dawdler who starts dictating late and constantly makes second-thought changes, so that every letter has to be rewritten?

Do you have your material organized *before* you start dictating; failing that, do you take out your irritations on the girl, implying that everything is *her* fault?

Do you mumble, swallow your

words, retrace your sentences until the syntax resembles a Chinese laundry ticket—then accuse the girl of not getting it right?

Do you make it a practice to spell unfamiliar names or fancy words which she may not know?

Are you a pacer, frequently addressing your deathless prose to an opposite wall, and then getting sore because the girl asks you to repeat?

Are you a barker, using a tone you haven't the guts to use at home, lest the missus bounce a pot off your noggin?

When you have to go out, do you

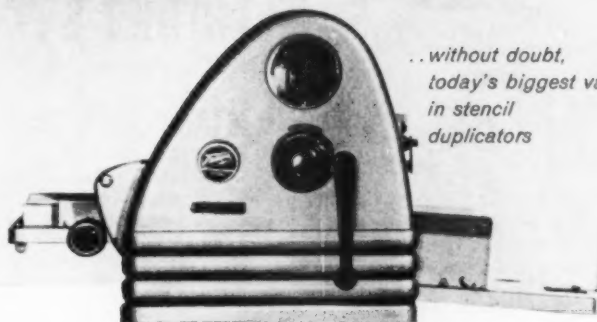
make it a point to tell the girl where you can be reached, or do you expect her to be a mind reader?

Do you train your secretary in the rudiments of your job so that she can be of more assistance to you?

Do you give her the nominal courtesy you'd give a waitress? Do you make it a point to introduce her to visitors? Do you—once in a while—give some tangible evidence that you appreciate her services?

Do you know her company service anniversary—and do you sometimes mark a special occasion by taking her to lunch or giving her a box of

**Geha**  
**COMET**



*...without doubt,  
today's biggest value  
in stencil  
duplicators*

Here is a machine that is really ideal for every office. Quality built all the way through—with exclusive features you wouldn't dream of finding at such a low price. Turns out copies equal in every respect to those produced on expensive high-speed, heavy production duplicators. Handles all types of duplicating stock from post card size on up to 9½ x 15 (printing area: 8½ x 13½) including your office forms and direct mail. And—you can make fast color changes at no

additional cost. Amazingly simple to operate—and clean to use because it uses paste ink. Geha's sturdy construction means years of trouble-free performance. Fully guaranteed.

### Free Demonstration Offer

Arrange now for a free demonstration of the Geha Comet in your own office without obligation. Pin this coupon to your letterhead and mail today.

**TEMPO**®

*America's highest quality & most complete line  
of stencil duplicators & supplies*

**MILO HARDING COMPANY**

*Established 1904*

Monterey Park, California

Los Angeles • Pittsburgh • San Francisco

Washington, D.C. • Mexico D.F. and dealers everywhere

MILO HARDING CO.  
173 Tempo Bldg., Monterey Park, Cal.

- ☐ Please arrange demonstration  
☐ Send Geha Comet literature

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

WRITE FOR SAMPLE PRINTS AND LITERATURE ABOUT THE  
GEHATRONIC — MAKES STENCILS FROM YOUR COPY

candy? Heck, you'd do it for a customer's secretary to help your business standing, so why not with the girl who is your right hand every day?

Do you encourage her to think creatively about your job and to offer suggestions?

Do you maintain a friendly, sympathetic relationship which encourages loyalty?

Do you encourage her to put in a requisition for up-to-date equipment to help her with her work? If you have a good secretary, cherish her, mister. She is more precious than gems.

## DIRECT MAIL PRESCRIBED

A twenty page booklet has just been released by Fisher-Stevens Inc., 120 Brighton Road, Clifton, N. J. Called "Are Physicians Receptive to Pharmaceutical Promotion by Direct Mail," it is the work of Mark Kenyon Dresden Jr. Mr. Dresden has written this thesis as partial fulfillment of requirements for a degree in

marketing from Wharton School of the University of Pennsylvania. The book was prepared with the assistance of Fisher-Stevens.

It's interesting to note certain similarities between this study and a recent study made by Daniel Starch & Staff (as outlined at the DMAA Pharmaceutical Workshop last November. See December 1959 RODMA). The method of surveying was different in each case. Starch's staff interviews doctors personally, showing them different direct mail pieces they had received and noted reactions and recall. The Dresden survey was conducted with a printed questionnaire asking general questions about direct mail pieces in general, and not specifically.

As reported by Starch, "better than half the doctors report they open all the mail which reaches their office themselves." Dresden says that 64.6% of the doctors stated that their mail was not screened before they read it.

According to Starch, "the average self mailer made a memorable impression on approximately 40% of the doctors and some part was read

by 30% of the doctors." Similarly, Dresden claims that 37.9% note self mailers, and that 33.5% either read or scan them.

Mr. Dresden's thesis also covers physician's prejudices and biases about direct mail promotion, why they read it and why they don't.

You might write Fisher-Stevens for a copy. It's an interesting and detailed study. ●

## IMAGINEERING CONTEST

The National Paper Trade Association, at their convention on March 28-29-30, announced a new Imagineering Contest for the best in unusual techniques of printing. A first prize of \$1,000, a second prize of \$500 and third prize of \$250 are being offered. Object of this contest is to bring forth unique or obscure samples of current printing or original ideas for new printing possibilities. By printing, NPTA means any reproduction process of the graphic arts.

In addition to cash awards for the top three entrants, trophies will be



## ALL SET

in our new quarters — a whisker away from Grand Central—to give you better-than-ever service.

## THE COOLIDGE COMPANY, INC.

11 West 42 Street  
New York 36, N.Y.  
OXford 5-3225

A conscientious service for finding the right lists for you.

## Farmer's Names

Write for Information—Ask for Group No. 3

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

Direct Mail and Mail Order

## COPY

- that makes SENSE
- that makes SALES
- that makes BUYERS want to do business with you

Write me about your plans or problems

All details handled by mail

## ORVILLE E. REED

HOWELL, MICHIGAN

Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . Editor of IMP, "The world's smallest house organ"

## DON'T TAKE MY NAME OFF YOUR LIST

- Ever hear of prospects and customers who offer to pay for the direct mail advertising you send them? Time after time clients who use the motto direct mail campaign tell us those on their lists do just that. And strangers not on the list offer to pay to go on it. This is just one of the unusual features of the monthly motto mailings. When people clamor for your motto mailings they become customers faster. Ask for details on your business letterhead.

LET'S HAVE  
BETTER MOTTOES ASSOCIATION  
2127 East Ninth St.  
Cleveland 15, Ohio



## I LIKE IT! I LIKE IT!

No, that's not Jerry Lewis you hear. It's backtalk from readers of Briefs From Bringe, that scintillating monthly tip sheet about this and that in direct mail. You can have it free for the asking. It's my not too subtle way of suggesting that Paul Bringe can put new life in your letters. No salesman will call. You'll just keep on getting Briefs until you get that irresistible urge to do something positive about your mail.

**Paul J. Bringe, Inc.**

223 E. Michigan Street  
Milwaukee 2, Wisconsin

## Direct Mail PROBLEMS SOLVED

- From creation of single pieces or campaigns to design and layout of complete private production plants. Write:
- **BERNARD A. ROSS**
- DIRECT MAIL CONSULTANT
- 1427 Lucas St. Louis 3, Mo.

## Give Your Salesmen a Coat of Mail!

Salesmen average 16 orders per 100 calls from leads through advertising; 38.4 orders from leads after literature is sent, VS 9.2 on cold calls. WE BUILD BARRAGES TO BOLSTER SALES!

"That Yellow Bott" <sup>SM</sup>

Leo P. Bott, Jr., 64 E. Jackson, Chicago

## MAIL ORDER LISTS

Write for Information—Ask for Group No. 5

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.



awarded to the top ten. These entries will be judged for uniqueness of the idea or sample, rarity of present usage or originality of the idea, and adaptability for promotion nationally. Contest closes July 31, 1960. Full information on this contest available by writing Imagineering Contest Department, The National Paper Trade Association, 220 East 12nd Street, New York 17, N. Y.

## MOST PROBLEMS ARE SIMPLE

George Wallace, who is in the professional class as a magician, says that what appear to be the most complicated tricks are simple. What happens appears to be magical simply because we do not have all the facts.

Many business problems that look hard may be like the one a fellow named Wilson put up to his friend, Sharpe.

"Here's a problem for you," said Wilson. "A donkey was tied to a rope six feet long; eighteen feet away there was a bundle of hay, and the donkey wanted to get to the hay. How did he manage it?"

Sharpe: "Oh, I've heard that one before. You want me to say, 'I give it up,' and you'll say, 'So did the other donkey.'"

Wilson: "Not at all."

Sharpe: "Then how did he get it?"

Wilson: "Just walked up to the hay and ate it."

Sharpe: "But you said he was tied to a rope six feet long."

Wilson: "So he was; but, you see, the rope wasn't tied to anything at the other end."

Editor's Note: From the always enjoyable *Fitchburg Papers*, house magazine of Fitchburg Paper Co., Fitchburg, Mass. Edited by Thomas Dreier. ●

## GOOD PUBLIC RELATIONS CAMPAIGN

Plumbers and plumbing contractors have in the past been notoriously poor advertisers and merchandisers, but that reputation is changing rapidly. It is all due to the public relations campaign instituted about three years ago by the National Association of Plumbing Contractors, 1016 20th St., N.W., Washington 6, D. C. We asked John J. Hassett, director of publicity and public relations, to give us a brief report on developments.

So far, the association has sent

their 9,000 members six different kits of material. All contain merchandising helps at the local level... letterhead designs, standard seals to build image of reliability, invoice stuffers, thank-you folders to leave when job is completed, direct mail solicitations, handouts for displays at banks or exhibits, etc. The samples sent to us are all well done.

Mr. Hassett has a double-barreled direct mail job. First, he has to "sell" the members by mail on ordering the syndicated material. More than 2,000 of the 9,000 members are now using the association material. A good record, since many members specialize in industrial work and cannot use material beamed to the general public. In addition to the selling job, Mr. Hassett has to know his direct mail P's and Q's in order to supervise the creation and production of printed merchandising which will appeal to the contractors and build the right image in the minds of the recipients.

We think the NAPC has done a remarkably good job of public relations. Could very well set a pattern for other service trade associations. ●

## TESTING ARITHMETICK FOR DIRECT MAIL

(Continued from Page 31)

and paper work involved in the expansion of the formula gets a little time consuming.

Fortunately, since these distributions tend to resemble each other very strongly in samples of this size, we can fall back on tables of values that someone else has already worked out, thereby saving ourselves a lot of wear and tear.

I have rambled on about distributions at this length for two reasons—partly to demonstrate that there's nothing particularly fearful about the underlying theory of analysis; and partly to hammer home one fact that must be remembered:

Whenever you have a single measurement from a mailing — say 9 orders, — you must remember that, on each side of this "average" figure there lie segments of the mailing which have pulled 8 orders, 7 orders, 6 orders, 10 orders, 13 orders, etc.

If we were to make a graph of such a distribution, and connect the tops of the lines with a continuous curve.

(Continued on Page 46)



Let's Celebrate!

BE ON THE LOOKOUT!

### "IDEA" LETTERHEADS

Add lively interest to your message through ideas illustrated in 4 colors for business and marketing 8 1/2 x 11 size

**SEND FOR FREE CATALOG**

IDEA ART

309 Fifth Avenue, New York 16

## GARDENER LISTS

Write for Information—Ask for Group No. 1

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

### WEST COAST MAILING LISTS

Business & Consumer  
List Broker & Compiler  
Write for Catalog

**Boynston & Staff Inc.**  
420 Market St., San Francisco

## HEALTH LISTS

Write for information — Ask for Group #7

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.

British Direct Mail Advertising Contractors wish to represent Manufacturers of Mailing Machinery and Equipment.

### INDUSTRIAL MAILING SERVICES LTD.

81, Blackfriars Road  
London, S.E.1. England

FAST

**APPLY LABELS**

Any Roll or Strip Label

WITH **WING MAILER**

CHAUNCEY WING'S SONS  
GREENFIELD, MASS.

## EXTRA INCOME LISTS

Write for information — Ask for Group #6

**ROSKAM** POST OFFICE BOX 855  
KANSAS CITY 41, MO.



**the COPY SHOP**

Copywriting Studio  
Confidential Work

Add our copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed token fee.

Persuasive Communication  
any kind — any medium

MU 3-1455  
270 Madison Ave. N.Y. 17



# CLASSIFIED ADVERTISING

## ADDRESSING SCRIPTOMATIC

Scriptomatic Masters prepared — low cost — quality work — 100% correct. Typewriter addressing — practically "do-it-for-nothing" prices! Find out. The Roskam Co., 1905 West 43rd, Kansas City, Kansas. TALBOT 2-1881.

## ADDRESSING PLATES

POLLARD-ALLING — embossed and linked at \$25.00 per M; special rates for two liners and OCCUPANT; accuracy and delivery guaranteed; weekly capacity 75-100 M.

JACKSON EMBOSSE SERVICE  
4 S. Williams St., Whitehall, N. Y.

## ADVERTISING AGENCIES

Pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers. Publishers' rates. Counsel service. Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N. Y. LE 2-4751. Est. 1923

## THE BOOK OF PANELS

for offset contains 369 different art panels, including coupon, guarantee and label borders plus nearly 500 symbolic designs for page ornamentation. ONLY BOOK OF ITS KIND — thousands in use. 32 pages, 8x10 1/2 in., only \$4.00. Many other books of promotional art and type fonts for paste-up. Free folder.

A. A. ARCHBOLD, PUBLISHER  
Box 332-K Burbank, Calif.

## CANADA'S BEST MAILING LIST

275,000 live names on Elliott stencil  
Call your list broker—TODAY  
or Tobe's, St. Catharines, Ontario

## BUSINESS FOR SALE

Due to lack of capital for expansion will sell established m. a. book business in New York City. Completely equipped including multilith printing machine, envelope sealing machine, office furniture and equipment, stock, Elliott addressing equipment and other machines. MAILING LISTS: consist of over 100,000 active buyers of S. I., Inspirational and Health books. These mailing lists alone can produce well over \$10,000 a year. This is a once-in-a-lifetime opportunity! Price \$23,000, everything goes. If interested write Box #53, The Reporter of Direct Mail.

## EQUIPMENT WANTED

WANTED: PHILLIPSBURG INSERTING  
AND MAILING MACHINE

Send particulars to Ray D. Cherry  
1120 W. Peachtree St., N.W., Atlanta, Ga.

POLLARD ALLING reels, supplies, addressing machines, DSI, Varitypers. A. H. Oglander, Commercial Letter, Inc., 1335 Delmar, St. Louis 3, Mo.

POLLARD-ALLING Reliefograph with Light Touch. George Green, Globe Organization, Inc., 480 Lexington Ave., N. Y. 17, N. Y. YUkon 6-8393.

## EQUIPMENT FOR SALE

3—Scriptomatic Model 101's—1 air feed with Cheshire tape, attachment  
1—friction feed Cheshire tape attachment,  
1—selector unit with Cheshire tape attachment and friction feed. In good running condition less than three years old.  
Make offer or will sell for 30c on the dollar. Also typewriters, cabinets for sale — make offer.

Krupp's Direct Mail Center  
2390 W. Pico Boulevard  
Los Angeles 6, California

## PHILLIPSBURG INSERTER.

MODEL 10 AND 10W—4 STATIONS.  
ALSO ELECTRIC 20 & 24 BIN COLLOMATIC.  
MAILERS, 40 W. 15th St., NEW YORK 11, N. Y.

## PITNEY BOWES POSTAGE METER

"AV" model, perfect, like-new condition, used very little. Only \$1200.00

IDEALS PUBLISHING CO.  
3510 W. St. Paul Avenue  
Milwaukee 1, Wisconsin

## FREE MAILING LISTS

OVER 2 MILLION NAMES ON PLATES  
GUARANTEED 100% ACCURATE  
ELECTRONIC SELECTED  
CONSTANTLY CORRECTED

Retailers-Wholesalers-Manufacturers  
Banks-Churches-Institutions  
Choice of 350 Other Lists

"We Charge ONLY for Addressing"  
(Usually Completed within 3 Days).

Write for FREE Catalogue.

SPEED-ADDRESS KRAUS CO.

48-01 42nd St., Long Island City 4, N. Y.  
STillwell 4-5922

## MAILING MACHINES AND SUPPLIES

### REBUILD ONE YEAR GUARANTEED

ADDRESSOGRAPHS - SPEEDAUMATS - ELLIOTT'S  
PLATES - FRAMES - TRAYS - CABINETS  
EMBOSSING ADDGPH & SPEED PLATES  
FOLDERS - SEALERS - PITNEY BOWES  
TYING MACHINES - LETTER OPENERS  
MAIL BAG RACKS - MAIL SORTING BINS  
MAILERS EQUIPMENT CO., INC.  
40 W. 15th St., N. Y. 11 CH 3-3442

### SPEEDAUMAT ADDRESSERS

### AUTOMATIC GRAPHOTYPES

ADDRESSOGRAPHS — GRAPHOTYPES  
CABINETS — TRAYS — FRAMES — PLATES  
MULTILITHS — MULTIGRAPHS — FOLDERS  
PITNEY BOWES—TYING MACHINES—  
OPENERS—ELLIOTT'S—LETTER OPENERS  
ALL EQUIPMENT REBUILT AND GUARANTEED  
AMERICAN BUSINESS MACHINES, INC.  
573 BWAY, N.Y. 12, N.Y. — WO 6-4334

## MONEY MAKING OPPORTUNITIES

"HOW TO WRITE LETTERS THAT SELL"—compact manual by expert brings you powerful weapon for success in any field. \$2.95 Postpaid. Money back guarantee. Literature free. Helinger, East Syracuse 3, N. Y.

## MAILING LISTS

FOR SALE (on plates)—500,000 advertisers in Classified Telephone Directories (firm names & addresses) geo/alpha order; indus. classifs. List cleaned on current weekly basis; maintained on Addressograph C plates. Net price includes both LIST and PLATES: \$10 per M. No restrictions on use; your inspection welcomed. If desired, all equipment for running these plates is available at closeout price. Contact Box #52, The Reporter of Direct Mail Advertising.

Direct Mail Proven Buyers. Over 790,000 Alpha-Geo Names. Buyers of Books and Magazines on Gardening, Farming and Health. Active and clean expires. Your Broker knows our reputation for results. Rodale Press, Emmaus, Pa.

ENGINEERS AT THEIR HOME ADDRESS. Over 100,000. Select by types. On speedaumat plates. Lowest rates. DMR Advertising, 4616 Red Bank Road, Cincinnati 27, O. BR 1-3200.

2,000,000 farmers—5,750,000 men & women over 60 — 3,700,000 needlework hobbyists — 3,000,000 birth namer — 1,500,000 nursery stock mail order buyers. Thousands of other lists. Write The Roskam Co., P. O. Box 855, Kansas City 41, Missouri.

WE WANT TO BUY OUTRIGHT SEVERAL HUNDRED THOUSAND GOOD INCOME 1959 MEN MAIL ORDER BUYERS NAMES IN THE FORM OF LEGIBLE AND DATED ORIGINAL LETTERS OR COUPONS FROM WHICH WE WILL TYPE ENVELOPES. PREFER NAMES IN SMALL TOWNS AT HOME ADDRESSES. SEND SAMPLE OF NAMES, DESCRIPTION AND PRICE TO: BOX #56, THE REPORTER OF DIRECT MAIL ADVERTISING.

SPECIAL LISTS! 75,000 Retired Male Federal Employees — \$15.00 per M. Also names of 50,000 "Expectant" Mothers Monthly... Compiled by Survey. Details on request. Mail-trader, Box 643, Ann Arbor, Michigan.

## MANUFACTURER

offers newly patented plastic wave and curly comb to mail order dealers — designed for the ladies — Sells for \$1.00 sales tested in the better class department stores in Connecticut. Now ready for national sales by mail. We carry all stock and drop ship to your customer under your label. Write Royal Scot, Waterbury, Conn.

## SPEEDAUMAT ZINC PLATES

New York's biggest and best embosser places 47 Graphotypes and 90 skilled operators at your disposal for fast, accurate embossing of your lists at rock bottom cost of \$37.50 per thousand. Day and night shifts assure prompt delivery on the date promised. No Alibis. Circulation Associates, Inc., 226 West 56th Street, New York. JUdson 6-3530.

NEED SKILLED GRAPHOTYPE OPERATORS? You can make 50% to 100% profit by using our Graphotype Dept. as your own. Beautiful embossing, fully punctuated with less than 1% error. Pure Zinc Speedaumat plates. Prompt dependable delivery. Two shift service. 100% accuracy guaranteed.

Cost — Speedaumat — \$37.50 per M. Other plate prices on request — send details.

ADVERTISERS ADDRESSING SYSTEM  
703 N. 16th St., St. Louis 3, Mo.

Embossed, proof read and guaranteed 100% correct, \$35.00 per thousand. One machine always available for rush jobs. The Roskam Co., 1905 W. 43rd, Kansas City, Ks. TALBOT 2-1881.

## VIEWS AND COLOR SLIDES

We manufacture all types flat-mailing, low-cost VIEWERS, color SLIDES & FILMSTRIPS. Free Advice, Samples. Stereo-Magniscope, Inc., D.M., 40-31 81 St., Elmhurst 73, N. Y. C. DE 5-0027

## MALE OR FEMALE

If you are looking for a position or personnel replacement contact the following:  
New York City Area . . . Mr. J. Dudley Broderick, Hundred Million Club, Job Placement Committee, c/o Doubleday & Company, 501 Franklin Ave., Garden City, L. I., New York.  
National . . . Mrs. Ruth L. Laguna, Direct Mail Advertising Association, 3 East 57th St., New York 22, New York.

## HELP WANTED

Small Detroit machine tool sales organization needs all around full time person to handle all art, copy, layout for direct mail and trade publication sales promotion program. Furnish detailed experience record and salary requirements to Box 45, The Reporter of Direct Mail Advertising.

**TAKE OVER NOW** as advertising manager for a trade publication with national circulation. Not looking for a direct mail specialist. Display layout and copy main work. Experience very helpful. You'll build your own future at a good rate. You have to be a go-getter, able to work on your own, act as a one-man ad department. Lots of work, part-time assistant to help you with details. Send resume and photo to All-Pets Magazine, P. O. Box 151, Fond du Lac, Wisconsin.

"I seek live wire public relations man with new products shopping column editor contacts to promote insurance sales leads on a profit sharing basis. Box 54, The Reporter of Direct Mail Advertising."

## SITUATION WANTED

### DIRECT MAIL SALES EXECUTIVE

Idea man. Have created many profitable multi-million direct mail programs for business services publications and merchandise. Functions include developing offers, copy, mailing format; extensive mailing list research, media analysis, budget and administration. Built successful premium offers with low-cost items. 12 years experience. Seeking responsible position—full or part time, New York area. Excellent references. Box #55, The Reporter of Direct Mail Advertising.

## UNEASY EDITOR

It is not easy to be an editor. One such had grown weary of the abuse that seemed to follow each of his editorials, so he decided to play safe and ran the Ten Commandments in his editorial column. A few days later came a letter: "Cancel my subscription. You're getting too personal."

From: The Postage Stamp, house magazine of the Rylander Co., Chicago 6, Ill. •

## NAMES IN THE NEWS

Who's doing what in your organization? New job? New Promotion? Industry Awards? Or interesting personal news on the human side? No matter what they're doing, we'd like to include them in this monthly roundup of . . . "Names In The News"

**Johnston Bird** elected senior vice president of Dickie-Raymond, Inc., Boston. Mr. Bird formerly art director, then vice president in charge of creative services. . . . At a Statler-Hilton held reception in conjunction with Detroit Direct Mail Day, **Jack R. Cole**, president of Mail Advertising Corp. of America, announced appointment of **Barney Bogue** as director of newly formed automotive division, with headquarters in Detroit. . . . **Marcie Coolidge** (mailing list broker) has new location in the Grand Central area, at 11 West 42nd Street, N.Y.C. . . . **Joseph Damico** named advertising promotion manager of Electronic News, a Fairchild publication. . . . The Chicago Federated Advertising Club announced appointment of **Robert A. Enlow**, director, circulation and records department, American Medical Assn., as General Education Committee Chairman. . . . **John B. Fairchild**, European director for Fairchild Publications, named publisher of Women's Wear Daily and Daily News Record. . . . **Norman Harrower**, president of Linton Brothers & Co., Fitchburg, Mass., for over 45 years, has retired. **Ralph M. Beckwith** succeeds as president. . . . **W. Robert Ingram** appointed director of advertising and public relations by Alpha Portland Cement Co., Easton, Pa. . . . **Stewart Jurist** has joined Fairchild Publications as circulation promotion manager of the new metals weekly newspaper which the company will launch early next year. . . . **Lou Kantor**, who recently resigned as president of Crestwood Paper Co., has resumed his former association with the Milton Paper Company. . . . **Robert E. Kinter** replaces Roy E. Campbell (retiring) as director of advertising and sales promotion for Joy Mfg. Co., Pittsburgh. . . . **Mrs. Connie Kratzok**, former assistant advertising manager of Snellenburg's, has joined Yardis Advertising Co., in Philadelphia. . . . **Tom McElroy**, recently promotion and advertising director of Catholic Digest magazine, has joined Direct Mail Markets Company as promotion director. . . . **P. E. Marshall**, formerly the direct mail manager of the Grit Publishing Co. has joined William Stroth, Jr. organization, at West New York, N. J. . . . **Keith R. Matzinger** appointed head of Ross Roy, Inc. in Hollywood. Home

office in Detroit. . . . **S. Overton Mott** elected a vice president of Walden, Sons & Mott, Inc., Oradell, N. J. . . . **John A. Mulheren** appointed Eastern advertising director of Food Business and Food Processing, and **Leo L. Smith** western advertising director. . . . **Horace H. Nahm**, president of Hoooven-Nahm Co., Inc. has accepted the chairmanship of the Mailing Houses division of The Legal Aid Society's 1960 campaign. . . . **Reuben B. Robertson, Jr.**, president of The Champion Paper and Fibre Co., Hamilton, Ohio was killed instantly by a car March 13th, in Cincinnati. . . . **Irving Silverman** has resigned from Esquire, Inc., after 20 years to join Lawrence G. Chait & Co., Inc., as vice president, effective April 1. . . . The board of directors of Pitney-Bowes, Inc. elected **Walter H. Wheeler, Jr.**, for 21 years president of the company, chairman of the board and chief executive officer. . . . **Edith Walker** of Book-of-the-month Club and **Edith Drey**, attended March Hundred Million Club meeting for the first time since their accident following Montreal convention. . . . **Saul D. Weiner** appointed manager of the advertising promotion department of the Ziff-Davis Publishing Company. . . . The move of the Advertising Federation of America's headquarters office from New York City to Washington, D.C., scheduled for this year, was postponed by unanimous action of the AFA Board of Directors at their quarterly meeting in March. . . . At the Southwest Mail Producers Guild which convened in Houston at The Rice Hotel, the John E. Wolf Award for Outstanding Direct Mail Promotion Campaign was won by Premier Printing & Letter Service, Inc., Houston, Texas. . . . **Robert F. Chance**, Chance-Foster, Inc., Beaumont, Texas, new president of the Southwest Mail Producers Guild, the association of letter and duplicating specialists within the area of Texas, Oklahoma, Arkansas, New Mexico and Louisiana. Other officers elected were: 1st V.P., Mrs. Wilma Edwards, Advertising Letter Service, Ft. Worth; 2nd V.P., O. D. Stallard, Amarillo Letter Service, Amarillo and Mrs. Pauline Strickland, Strickland Letter Shop, Little Rock, Ark. •

# Direct Mail

## ADDRESSING

Creative Mailing Service, Inc. .... 460 N. Main, Freeport, N. Y. (FR 3-4820)

## ADDRESSING AND MAILING

Mailmasters, Inc. .... 460 Northoff Place, Englewood, N. J. (LO 7-4811)  
The Roskam Company ..... 1005 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)

## ADDRESSING — TRADE

Belmar Typing Service ..... 91-71 111th St., Richmond Hill 18, N. Y. (VI 6-5322)  
Monaco's Typing Service ..... 148 Dunwoodie Road, West Islip, N. Y. (MO 1-4922)  
Monaco's Typing Service ..... 280 Higley Lane, West Islip, N. Y. (MO 1-4922)  
The Roskam Company ..... 1005 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)  
S & S Typing Service ..... 305 Fifth Avenue, N. Y., N. Y. (MU 3-6324)

## ADVERTISING AGENCIES SPECIALIZING IN DIRECT MAIL

Barry & Ross Advertising ..... 101 West 42nd Street, New York 36, N. Y. (LO 3-1100)  
Bouton & Staff, Inc. .... 420 Market Street, San Francisco 11, California  
The Buckley Organization ..... Philadelphia Nat'l Bank Bldg., Phila. 7, Pa.

## ADVERTISING ART

A. A. Archibald, Publisher ..... 419 South Main Street, Burbank, Calif. (TH 2-7293)  
Idea Art ..... 307 Fifth Avenue, New York 16, New York (MU 6-7252)  
Harry Volk, Jr., Art Studio ..... Pleasantville 3, New Jersey

## ADVERTISING SPECIALTIES

Finco Lettering Co., Inc. .... 305 East 46th Street, New York 17, N. Y. (PL 3-4943)  
Gries Reproduction Corp. .... 125 Woodhoad Ave., New Rochelle, N.Y. (NR 3-8400)  
Taylor Merchant Corporation ..... 48 West 48th St., New York 36, N.Y. (PL 1-7790)

## ART AND DESIGN FOR DIRECT MAIL

Al Corchia, Jr. .... 215 Park Avenue 80, New York 3, N.Y. (OR 4-5740)

## AUTOMATIC TYPEWRITING

Arison Automatic Typewriting Service, 3744 N. Clark St., Chicago 13, Ill. (EA 7-9490)  
The Roskam Company ..... 1005 W. 43rd Street, Kansas City 3, Kansas (TA 2-1881)

## BOOKS

Reporter of Direct Mail ..... 224 7th, Garden City, N. Y.  
How To Get The Right Start In Direct Advertising ..... 1.00  
How To Think About Direct Mail ..... 1.00  
How To Think About Letters ..... 1.00  
How To Think About Readership of Direct Mail ..... 1.00  
How Direct Mail Solves Management Problems ..... 1.00  
How To Think About Showmanship in Direct Mail ..... 1.00  
How To Think About Mail Order ..... 1.00  
How To Think About Production and Mailing ..... 1.00  
How To Think About Industrial Direct Mail ..... 3.00

## COLLECTIONS

Arrow Service ..... 9 Yates Street, Schenectady 5, New York

## COPYWRITERS (Free Lance)

Paul J. Brings ..... 4331 North 35th Street, Milwaukee 5, Wisconsin  
Betty Mathewson ..... 270 Madison Avenue, New York 16, N. Y. (MD 3-1455)  
Orrville E. Reed ..... 182 Cooper Avenue, Upper Montclair, N. J. (PI 6-5355)  
The Creative Division ..... 104 N. State St., Howell, Mich. (Tel: 65)

## DIRECT MAIL AGENCIES

Shred Associated, Inc. .... 401 Madison Ave., N. Y. 22, N. Y. (PI 1-0515)  
B. L. & H. .... 4331 North 35th Street, Milwaukee 5, Wisconsin  
Borkowski Advertising ..... 215 West Navarre St., South Bend 1, Indiana (CB 2-1406)  
Leo P. Holt Jr. .... 94 E. Jackson Blvd., Chl. 4, Ill. (HA 7-9187)  
The Buckley Organization ..... Phila. National Bank Bldg., Phila. 7, Pa.  
Chase & Richardson, Inc. .... 432 Fifth Avenue, New York 16, N. Y. (LA 4-6260)  
Dickie-Raymond, Inc. .... 225 Park Avenue, New York, N. Y. (MTU 6-2280)  
Direct Mail Markets Co., Inc. .... East 54th Street, New York 22, N. Y. (PL 9-3113)  
Direct Mail Service ..... 2161 Monrovia Drive, N. E., P.O. Box 13448, Atlanta 24, Georgia (TR 3-9221)  
Bert Garmine Associates, Inc. .... 50 East 46th St., New York 17, N. Y. (VT 6-8060)  
Harrison Service Inc. .... 210 East 56th Street, New York 22, N. Y. (PI 1-2820)  
The Creative Division ..... 216 E. 45th St., N. Y. 17, N. Y. (MTU 5-0900)  
John M. Lord & Co. .... 171 Newbury Street, Boston 18, Mass. (CO 7-1020)  
Harold Marshall Advertising Co., Inc. .... 171 Madison Ave., N.Y. 16, N.Y. (MTU 4-5682)  
McVicker & Higginbotham, Inc. .... 11 West 42nd St., New York 36, N. Y. (OX 5-4082)  
R. L. Polk & Co. .... 431 Howard Street, Detroit 21, Mich. (WO 1-6070)  
Reply-O-Letter ..... 7 Central Park W., N. Y. 22, N. Y. (VT 5-2110)  
Reply-O-Letter ..... 404 N. Michigan Ave., Chicago 11, Ill. (MT 5-2848)  
Reply-O-Letter ..... 10 Post Office Square, Boston 9, Mass. (HA 6-1555)

Reply-O-Letter ..... 1750 E. 23rd St., Cleveland 1, Ohio (PR 1-8470)  
Reply-O-Letter ..... 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2321)  
Reply-O-Letter ..... 2515 Mail-Well Drive, Portland 2, Ore. (OL 4-3141)  
Reply-O-Letter ..... 1483 Bay Shore Blvd., San Francisco, Calif. (JU 4-2257)  
Reply-O-Letter ..... Janner Court, 33 West St., Toronto 1, Canada (ST 3-8797)  
Reply-O-Letter ..... 167 Queen Street, Brisbane, Australia (B2411)  
Response Letter ..... 411 South Sangamon Street, Chicago 7, Illinois (MU 6-0870)  
Response Letter ..... New York Office, (RN 6530)  
The Hylander Co. .... 216 W. Jackson Blvd., Chicago, Ill. (HA 6-4700)  
Sales Letters, Inc. .... 153 West 23rd Street, New York, N. Y. (WA 9-2080)  
The Smith Company ..... 67 Heale St., San Francisco, Calif. (SU 1-6264)  
Tallman, Smith & Associates ..... 410 N. Michigan, Chicago 1, Illinois (WH 3-6000)

## DIRECT MAIL EQUIPMENT

Bell & Howell Phillipsburg ..... Phillipsburg, New Jersey  
B. H. Bunn Co. .... 7465 S. Vincennes Ave., Chicago 26, Ill. (HU 3-4455)  
Cheshire Mailing Machines, Inc. .... 1641 No. Monroe Street, Chicago 22, Illinois  
Davidson Corporation ..... 20 Myerson Street, Brooklyn 5, N. Y. (US 5-0300)  
Eastman Kodak Company ..... Rochester, New York  
Feltus Tying Machine Co. .... 3331 N. 35th St., Milwaukee 16, Wis. (HA 5-6780)  
Friden, Inc. .... 2350 Washington Avenue, San Leandro, California  
Milo Harding Company ..... 173 Tempo Building, Monterey Park, California  
Scriptomatic, Inc. .... 310 N. 11th St., Phila 7, Pa. (WA 2-1751)  
Thomas Collators, Inc. .... 30 Church St., New York 13, N. Y. (DI 9-2270)  
Chauncy Wing's Sons ..... 74 Pierce Street, Greenfield, Mass.

## DIRECT MAIL SPECIALTIES

Let's Have Better Motives Assn., Inc. .... 2123 East Ninth St., Cleveland 15, Ohio (AK 1-4220)  
Orchids of Hawaii, Inc. .... 305 Seventh Avenue, New York 13, N. Y. (OR 5-0500)

## ELLIOTT STENCIL CUTTING

Allee Business Service, Inc. .... 32-15 33rd St., Long Island City 6, N. Y. (AS 8-4302)  
Creative Mailing Service ..... 460 N. Main St., Freeport, N. Y. (FR 3-4820)  
Elliott Addressing Machine Co. .... 117 Leonard St., New York 13, N. Y. (WA 5-3720)

## ENVELOPES

The American Paper Products Co. .... Youngstown, Ohio (MK 8-4545)  
Atlanta Envelope Co. .... P. O. Box 1367, Atlanta 1, Ga. (TR 6-2848)  
Herlin & Jones Company ..... 601 W. 28th St., N. Y. 11, N. Y. (WA 4-4400)  
The Boston Envelope Co. .... 397 High St., Dedham, Mass. (PA 5-6780)  
Cupples-Heise Company ..... 3635 Madison, Des Moines 13, Iowa (AM 2-5026)  
Cupples-Heise Company ..... 3633 Michigan Ave., Detroit 16, Mich. (TA 6-7300)  
Cupples-Heise Company ..... 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3-5700)  
Curtis 1000, Inc. .... 1000 University Avenue, St. Paul 4, Minnesota  
Detroit Tuller Envelope Co. .... 2139 Howard St., Detroit 16, Mich. (PA 3-2700)  
Garden City Envelope Co. .... 3001 N. Rockwell St., Chl. 18, Ill. (CO 7-3000)  
The Gray Envelope Mfg. Co. .... 55 32nd St., Brooklyn 21, N. Y. (BT 8-2900)  
Heen Envelope Co. .... 4500 Cortland St., Chl. 39, Ill. (CA 7-2400)  
North Coast Envelope Manufacturing Corp. .... 2 Prince St., Brooklyn 1, N. Y. (JA 2-6161)  
Rochester Envelope Co. .... 12 Clarissa St., Rochester 14, N. Y. (PA 6-2400)  
R. Cupples Envelope Co., Inc. .... 360 Furman St., Brooklyn 2, N. Y. (TR 5-6255)  
The Standard Envelope Co. .... 1400 E. 39th St., Cleveland 14, O. (PR 1-3000)  
Tension Envelope Corporation ..... 19th & Campbell, Kansas City 8, Mo. (CR 1-3800)  
New York 182 St. Louis 10; Minneapolis 1; Des Moines 14; Ft. Worth 12  
Trans Envelope Co. .... 3342 N. Kimball Ave., Chicago 18, Ill. (IR 8-0141)  
Plants in New York, Chicago, Los Angeles—Offices in All Principal Cities  
United States Envelope Co. .... 217 Broadway, N. Y., N. Y. (WA 7-5700)  
Wolf Detroit Envelope Co. .... 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2321)

## ENVELOPE SPECIALTIES

Curtis 1000 Inc. .... 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1291)  
Garden City Envelope Co. .... 3001 N. Rockwell St., Chl. 18, Ill. (CO 7-3000)  
Heen Envelope Co. .... 4500 Cortland St., Chl. 39, Ill. (CA 7-2400)  
Northeastern Envelope Manufacturing Corp. .... 2 Prince St., Bklyn 1, N. Y. (JA 2-6161)  
Tension Envelope Corporation ..... 19th & Campbell, Kansas City 8, Mo. (CR 1-3800)  
The Rawdon Company, Inc. .... 480 Lexington Ave., New York 17, N. Y. (PA 8-4255)  
The Wolf Envelope Co. .... 1749-81 E. 22nd St., Cleveland 1, O. (DI 1-2321)

## FOREIGN MAILINGS

Dillon-Agnew Associates ..... New York, Amsterdam, Paris  
R. Hill & Son, Ltd. .... Kent Street, AUCKLAND N.Z. New Zealand  
Manuel Fargal ..... Montaner 573 Barcelona 6, Spain  
C. F. Sandberg, Direct Mail A/S ..... Rindsgade 8, Oslo, Norway

## INSERTING SERVICE — AUTOMATIC MACHINE

Advertising Distributors of America Inc. New York  
35 machines ..... 405 Madison Ave., New York 17, N. Y. (MTU 8-6500)  
Bonded Mailings Inc. Nationwide ..... 754 4th Ave., Brooklyn 32, N. Y. (BD 8-4819)  
Circulation Associates ..... 1745 Broadway, New York, N. Y. (JT 4-5550)  
Creative Mailing Service ..... 460 N. Main St., Freeport, N. Y. (FR 3-4820)  
D & A Electronic Mailers ..... 918 N. 4th Street, Milwaukee 2, Wisconsin (RR 3-7452)



Lemarg Mailing Service Co. .... 417 S. Jefferson Street, Chicago 7, Ill.  
Mailmasters, Inc. .... 400 Northpark Place, Englewood, N. J. (LO 7-4911)  
Mailings Incorporated. .... 55 West 18th St., New York 11, N. Y. (WA 9-5189)

#### LABEL PASTERS

Potdevin Machine Co. .... 281 North St., Teterboro, N. J. (AT 8-1941)

#### LETTERS

Allen Hollander Co., Inc. .... 385 Gerard Ave., New York 31, N. Y. (MO 5-1918)  
Dunham Mfg. Co. .... Framingham, Mass. (TB 3-3511)  
Ever Ready Label Corp. .... 357 Cortlandt St., Belleville 9, N. J. (PL 9-5509)

#### LETTERS

Responds Letter. .... 411 South Sangamon Street, Chicago 7, Illinois (MO 8-9878)  
Responds Letter. .... New York Office. (EN 6330)

#### LETTER GADGETS

Hewig Co. .... 45 W. 43rd St., N. Y. 36, N. Y. (JU 2-2186)  
Orchids of Hawaii, Inc. .... 385 Seventh Avenue, New York 1, N. Y. (OR 5-8399)  
Robert Straus & Co. .... 342 South Dearborn St., Chicago 5, Ill. (WA 2-1981)

#### LETTERHEADS

Arthur Thompson & Company. .... 109 Market Place, Baltimore 2, Maryland (PL 2-4806)  
Brunner, Inc., Printers-Lithographers. .... 1010 Jefferson Ave., Memphis, Tenn. (BH 2335)

#### MAIL ADVERTISING SERVICES (Lettershops)

BROOKLYN  
Value Reproduction & Mailing Service, Inc. .... 1715 Ave. Z, Bayside 35, N. Y. (RH 3-3235)

CLEVELAND  
Robert Silverman, Inc. .... 1270 Ontario Street (12) (CH 1-4575)

DETROIT  
Advertising Distributors of America, Inc. .... 4444 Cass Ave. (1) (TE 5-9509)  
Advertising Letter Service. .... 3938 Jefferson East, (7) (LO 7-9335)  
National Mailing Corp. .... 6701 Grand River Ave., (8) (TY 8-3611)  
N. L. Polk & Co. .... 431 Howard St., (21) (WO 1-9479)

HOUSTON, TEXAS  
Premier Printing and Letter Service. .... 2120 McKinney Ave., (CA 4-6176)  
233 North Avenue, Westfield, N. J. (AD 2-8393)

LOS ANGELES  
Krupp's Adv. Mailing Serv. .... 2390 W. Pine Blvd. (6) (DU 2-5421)  
The Mailing House. .... 1019 N. Madison Avenue, Los Angeles 20, Calif. (NO 5-4271)

MIAMI, FLORIDA  
Ace Letter Service Co. .... 3890 N.E. 1st Avenue (PL 7-4577)

MINNEAPOLIS  
Gile Letter Service. .... 723 Third Ave., S. (2) (FE 3-3417)

NEW YORK CITY  
Advertisers Mailing Service, Inc. 45 West 18th St., New York, N. Y. (AL 5-4500)  
Chase Direct Mail Service Corp. .... 12 E. 46th St. (17) (MU 7-2930)  
Circulation Associates. .... 1745 Broadway, New York, N. Y. (JB 4-3230)  
Latham Process Corporation. .... 250 Hudson Street, N. Y. 13, N. Y. (WO 4-4500)  
Mailings Incorporated. .... 35 West 13th St. (11) (WA 9-5148)  
Mary Ellen Clancy Company. .... 256 Park Avenue, New York 17, N. Y. (TU 6-7823)  
St. John's Associates, Inc. .... 75 West 45th Street, New York 36, N. Y. (JU 2-3544)

PHILADELPHIA  
Woodington Mail Advertising Serv. .... 1394 Arch St., (7) (LO 2-1840)

PITTSBURGH  
Advertisers Associates, Inc. .... 1027 Penn Avenue (AT 1-6144)

ROCHESTER, NEW YORK  
Ayer & Streib. .... 15 South Avenue (HA 5-6340)

SAN FRANCISCO  
The Letter Shop. .... 87 Heale St. (SU 1-8564)  
The Smith Company. .... 87 Heale Street (SU 1-8564)

ST. LOUIS  
The Alan Company. .... 1427 Lucas Avenue (3) (MA 1-7277)

#### MAILING LISTS — BROKERS

Accredited Mailing Lists, Inc. .... 10 East 39th Street, N.Y. 16, N.Y. (MU 3-1256)  
Archard Bennett List Service, Inc. .... 140 W. 50th St., N. Y. 19, N. Y. (JU 6-8100)  
Boynton & Staff, Inc. .... 429 Market St., San Francisco 11, California  
George Bryant & Staff. .... 114 Orange Avenue, Englewood, N. J. (LO 7-9299)  
The Coalco Co., Inc. .... 125 East 23rd St., N. Y. 10, N. Y. (AL 4-8870)  
Dependable Mailing Lists, Inc. .... 381 4th Ave., N. Y. 10, N. Y. (OR 9-1160)  
Direct Mail Markets Co., Inc. .... 8 East 54th Street, New York 22, N. Y. (PL 9-3113)  
Walter Drey, Inc. .... 333 N. Michigan Ave., Chi. 1, Ill. (PI 6-7453)  
Walter Drey, Inc. .... 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)  
Ell Kogon. .... 420 Main Street, Webster, Massachusetts (WE 2780)  
Unifid Co. .... 60 Eagle St., Englewood, N. J. (JB 9-0461)  
Walter Karl, Inc. .... Armonk, N. Y. (PA 4-3230)  
Lewis Kleid, Inc. .... 25 West 45th St., New York 36, N. Y. (JU 2-0830)  
Carl Levine Screened Mailing Lists. .... Plank Building, 250 W. 57th St., N. Y. 19, N. Y. (JU 6-3084-7)  
Wills Madden, Inc. .... 215 4th Ave., N. Y. 3, N. Y. (BP 7-7460)  
Names Unlimited, Inc. .... 332 Fourth Avenue, New York 10, N. Y. (MU 6-2454)  
People in Places, Inc. .... 41 Fifth Ave., New York 3, N. Y. (OR 7-3774)  
Planned Circulation. .... 19 West 44th Street, New York 36, N. Y. (MU 7-4158)  
William M. Profit Associates. .... 43 Main St., Orange, N.J. (OR 7-1280)  
Richard Bucher Associates, Inc. .... 136 W. 32nd St., N. Y. 19, N. Y. (CT 6-9534)  
The Roskam Company. .... P.O. Box 855, Kansas City 41, Missouri (TA 2-1881)  
C. H. "Hank" Rudy & Co., Inc. .... 330 W. 51st St., N. Y. 19, N. Y. (MU 6-5215)  
Sanford Evans & Co., Ltd. .... 156 Lombard Av., Winnipeg 2, Man., Can. (WH 2-6554)  
William Stroh, Jr. .... 568-570 54th St., West New York, N. J. (UN 4-4800)  
James E. True Associates. .... 419 Fourth Avenue, New York, N. Y. (MU 9-0550)

#### MAILING LISTS — BY SUBJECT

FOR LIST SOURCE, COMPARE NAME IN PARENTHESES WITH LISTING BELOW OR COMPILERS & OWNERS

Business, Professional Lists. .... (Ed Burnett Inc.)  
Direct Mail Users. .... 18,500 ..... (Reporter of DM)  
Financial Lists. .... (E-Z Addressing Service)  
Fund Raising Lists. .... (Wm. M. Profit Associates)  
Mail Order Lists. .... (The Roskam Company)  
Opportunity Seekers and Start In Business. .... 200,000 (William Stroh, Jr.)

#### MAILING LISTS — COMPILERS & OWNERS

Active Mail Order List Co. .... 241 Lafayette St., N.Y. 12, N.Y. (WA 5-2450)  
Albert Mailing Lists. .... 128 Liberty St., N. Y. (RE 2-7573)  
Allison Mailing List Corp. .... 320 Park Ave., South, N. Y. 10, N. Y. (AL 4-8950)  
Associated Advertising Service. .... 613 Willow Street, Port Huron, Mich. (TU 5-7779)  
Bookbuyers Lists, Inc. .... 383 Broadway, N. Y. 13, N. Y. (WO 4-5871)  
Boynton & Staff, Inc. .... 429 Market St., San Francisco 11, California

Buckley-Dement. .... 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-2862)  
Ed Burnett Inc. .... 513 Sixth Avenue, N. Y. 11, N. Y. (AL 8-7177)  
Creative Mailing Service. .... 400 N. Main St., Freeport, N. Y. (FR 8-4830)  
Directory of Associations, Gale Research Co. .... 3414 Book Bldg., Detroit 26, Mich. (WO 1-2742)

Walter Drey, Inc. .... 333 N. Michigan Ave., Chi. 1, Ill. (PI 6-7452)  
Walter Drey, Inc. .... 257 4th Ave., N. Y. 10, N. Y. (OR 4-7061)  
E-Z Addressing Serv. .... 43 Washington St., N. Y. 6, N. Y. (HA 2-9192)  
Fritz S. Hofheimer. .... 38 E. 22nd St., N. Y. 10, N. Y. (OR 1-6170)  
Industrial List Bureau. .... 420 Main Street, Webster, Mass. (WE 2780)  
Keystone Mailing Service, Inc. .... 250 Broadway, N. Y. 7, N. Y. (CO 7-6171-2)  
Mailing List Compilation Bureau. .... 2570 East 18th Street, Brooklyn, N. Y. (SH 3-5226)  
Mapoway, Inc. .... Home Office—829 N. Plankinton, Milwaukee 2, Wisconsin  
149 Offices in Major Cities—See Yellow Pages for Local Phone Numbers  
Market Compilation Bureau

10561 Chandler Blvd., N. Hollywood, California (ST 7-3384)  
National Birth Record Company. .... 16 West 19th Street, N. Y. 11, N. Y. (OH 5-2760)  
National Mailing Lists of America. .... 239 North 4th Street, Columbus, Ohio  
Official Catholic Directory. .... 12 Barclay St., N. Y. 8, N. Y. (HA 1-2900)  
W. L. Polk & Co. .... Howard Street, Detroit 31, Michigan (WO 1-9476)  
William M. Profit Associates. .... 43 Main St., Orange, N.J. (OR 7-1280)  
Lisle M. Ramsey & Associates, Inc. .... 404 South Fourth St., St. Louis, Mo.  
L. L. Hammar. .... 5419 Caluenga Blvd., N. Hollywood, Calif. (FO 9-8539)  
Reporter of Direct Mail Ad. .... 224 7th St., Garden City, N. Y. (PI 6-1847)  
Research Projects, Inc. .... 404 Fourth Ave., New York, N. Y. (JU 2-0830)  
Speed-Address Kraus Company

48-91 42nd Street, Long Island City, 4, N. Y. (ST 4-5922)  
William Stroh, Jr. .... 25 Hudson St., West New York, N. J. (UN 4-4800)  
W. E. Watson Corp. .... 25 Hance Ave., Freeport, N. Y. (FR 8-4832)  
The W. P. Woodall Co., Inc. .... 214 East 125th St., New York 35, N. Y. (LE 6-8696)  
Zeller and Lettice, Inc. .... 13 East 26th St., N. Y. 38, N. Y. (MU 5-0278)

#### MAIL ORDER CONSULTANT

Arthur W. Bandman. .... 95 Madison Avenue, New York 16, N. Y. (LE 2-8488)  
Direct Mail Markets Co., Inc. .... 8 East 54th Street, New York 22, N. Y. (PL 9-3113)  
Herbert L. Reiner & Associates. .... 191 S. Wabash Ave., Chicago 5, Ill. (AN 2-2542)

#### MANUFACTURERS—ADDRESSING MACHINES & ACCESSORIES

Polaroid-Ailing Mfg. Co. .... 220 W. 19th St., N. Y. 11, N. Y. (CH 3-0652)

#### MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co. .... 19 S. Wells Street, Chicago 6, Ill. (MT 2-7808)

#### OCCUPANT MAILING LISTS—LOCAL & NATIONAL

Advertising Distributors of America, Inc. .... 4444 Cass Ave., Detroit 1, Michigan (TE 3-9509)  
Advertising Distributors of America, Inc. .... New York. .... 400 Madison Ave., N. Y. 17, N. Y. (LE 2-8488)  
Occupant Mailing Lists of America. .... 239 North 4th Street, Columbus, Ohio

#### OFFICE EQUIPMENT

Schraubel Agency. .... Ave., Missouri

#### PAPER MANUFACTURERS

Allied Paper Mills. .... 1608 Lake Street, Kalamazoo, Michigan  
American Writing Paper Corporation. .... Holyoke, Massachusetts  
Appleton Coated Paper Co. .... 1250 N. Meade St., Appleton, Wis. (4154)  
Champion Paper & Fibre Company. .... Hamilton, Ohio  
Curtis Paper Company. .... Newark, Delaware (EN 8-8551)  
Eastern Fine Paper and Pulp Div., Standard Packaging Corp., Bangor, Me. .... 2-5221  
Hammermill Paper Company. .... 115 Columbia St., Dayton 7, Ohio  
Howard Paper Mills, Inc. .... Erie, Pennsylvania (GE 6-8811)  
International Paper Co. .... 220 E. 42nd St., N. Y. 17, N. Y. (MU 2-7509)  
Kimberly-Clark Corporation. .... Neenah, Wisconsin (PA 2-8311)  
Kodomo Edwards Paper Co. .... Port Edwards, Wis. (TU 2-811)  
New York & Pennsylvania Co. .... 230 Park Avenue, New York 17, N. Y. (PL 1-4250)  
Rex Paper Co. .... Kalamazoo, Mich. (PI 2-0141)  
Rising Paper Co. .... Housatonic, Mass. (HO 47)  
S. D. Warren Company. .... 80 Broad Street, Boston 1, Massachusetts  
Sorg Paper Company. .... Middletown, Ohio

#### PART-TIME AND TEMPORARY OFFICE HELP

Mid-Manhattan Business Service. .... 160 East 55th Street, N.Y. 2, N.Y. (PL 2-2250)

#### PHOTO ENGRAVERS

Horan Engraving Co., Inc. .... 44 W. 28th St., New York 1, N. Y. (MU 9-8585)

#### POST CARDS

Colorpicture Publishers, Inc. .... 390 Newbury St., Boston 15, Mass.  
1111 N. Dearborn St. in CH 1-9071  
1723 W. Irving Park Road, Chicago 12, Illinois (HU 1-0606)

#### PRINTERS — LETTERPRESS & LITHOGRAPHY

Offset Reproductions, Inc. .... 34 Hubert St., New York 13, N. Y. (WA 5-1100)

#### SALES AND MERCHANDISING CONSULTANT

Ralph T. Curtis. .... 903 E. Powell Avenue, Evansville 13, Ind. (HA 2-3794)

#### STENCIL CUTTING AND LIST MAINTENANCE

Circulation Associates. .... 1745 Broadway, New York, N. Y. (JU 6-3530)

#### SUBSCRIPTION FULFILLMENT SERVICE

Circulation Associates. .... 1745 Broadway, New York, N. Y. (JU 6-3530)  
Globe Fulfillment Corporation. .... 148 W. 23rd St., N. Y. 11, N. Y. (OR 3-4608)

#### SYNDICATED HOUSE MAGAZINES

The William Feather Co. .... 9900 Clinton Rd., Cleveland 9, O. (AT 1-4121)  
The Henry F. Henrichs Publications, The House of Sunshine. .... Joliet, Ill. (296)

#### TRADE ASSOCIATIONS

Association of First Class Mailers. .... 211 Wyatt Building, Washington 5, D.C.  
Associated Third Class Mail Users. .... 1406 G St., N.W., Wash., D. C. (ME 8-2447)  
Direct Mail Advertising Assn. .... 3 E. 57th St., N. Y. 22 (MU 8-3388)  
MARA International. .... 18120 James Courts, Detroit 25, Mich. (TN 4-3545)  
Parcel Post Association. .... 1913 Woodward Building, Washington 5, D.C.





**If you want twenty-five  
a week for dealers ...  
Or a million in the mail  
by Tuesday...LET THE**

**SEN-BAK<sup>®</sup>**

**DIRECT MAIL IDEA  
KIT HELP YOU...**

SENBAK can handle your mailing problem efficiently, economically, with a big bonus in pulling power.

You can imprint your customer's name and address on a reply unit, ship the addressed cards or envelopes to us *by the millions* ... and we'll get them in the mail as fast as you can address them.

Or we can ship complete SENBAK packages to you. You can address them one at a time ... without even opening the carrier envelope ... and mail them out as you need them.

That's just *one* of the advantages you get from the most versatile, powerful mailing package you are ever apt to meet.

To find out about others—to get a FREE Direct Mail Idea Kit and a free subscription to our continuing Direct Mail Idea Service—just return the coupon below.

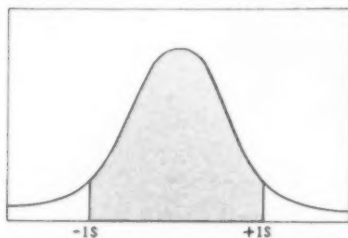
Division 3, **SENBAK**  
1355 New York Ave., N.E.,  
Washington 2, D. C. LA 9-1727

Gentlemen:

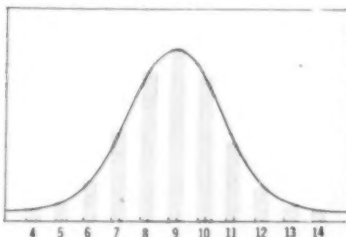
Please send me free, my SEN-BAK Mail Idea Kit, and enroll me as a subscriber to your Direct Mail Idea Service.

Name (Please print) \_\_\_\_\_  
Title \_\_\_\_\_  
Company Name \_\_\_\_\_  
Street Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

it would come out something like this, which is very close to the normal curve:



Now, if we wanted to know (by some contrived coincidence) how far out to the right and left to put marks which would limit the area under the curve to  $\frac{2}{3}$  of the total orders received, we would put tick marks on the curve, like this:



and discover, (to no one's surprise) that we had marked off one standard deviation to the right and left of the average.

That's what the standard deviation actually is — a mathematical measurement which on a symmetrical distribution of the type we're talking about will mark off  $\frac{2}{3}$  of the total area under the distribution curve.

The "mean" which in an ideal curve is both the center point and the highest point on the curve, is nothing more than the average return, in terms of direct mail.

There are other measurements useful in statistics — the "skewness" of a curve, which means the extent to which it is lopsided, and the "kurtosis," or peakedness. But these are a little complex, and not really necessary for the basic analysis we have in hand here.

And there is a way of computing the standard deviation which gives an exact result — but it is only useful when you have all the material in hand, which means that it isn't too helpful in analyzing test results. We'll run through it once, later, but generally we'll take the standard deviation as it is theoretically predicted, and see how we make out with it in actual problems.

Meantime, a word about the mean, itself. Obviously, it is the product of

the number mailed, times the expected (or realized) per cent of return. (The "n x p", or "np" of the example last month.)

There is a psychological problem connected with the mean (which is very closely connected with the classic complaint that "returns on the follow-up never do as well as the test returns.")

If a man has a bottom limit on the average return he can accept — say 20 orders per thousand — he instinctively tends to avoid any mailing which pulls less than 20 orders.

This means that, since he mails only lists (for instance; this is mostly a list problem) which pull 20 or more orders, he is deliberately avoiding the *average* he needs and either a) ending up his mailing season with a much higher percentage than he needed, which makes him an expert, or b) running out of lists good enough to support his demands for volume, which makes him a sworn foe of list owners, list brokers, and occasionally lettershops.

Repugnant as it is to common sense, the fact is that any mailer who wants to maximize his market and maintain an acceptable average return *must* use lists that pull less than his fixed average requirement.

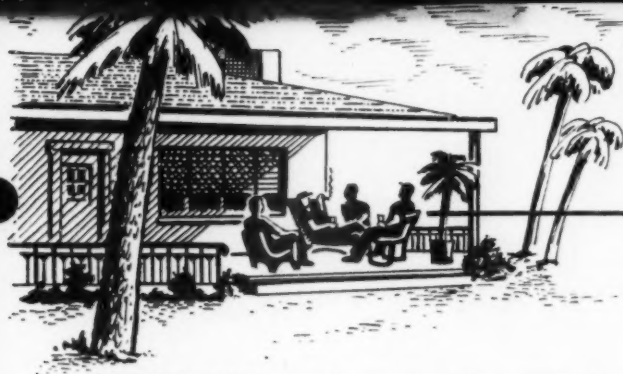
As a practical matter, he can adjust mailing schedules from week to week to keep his average in line; or with a little more thought, (and a little more risk) he can use pre-computed quantities of variable lists selected in advance; but to be truly effective, he *must* consider his fixed average requirement as the midpoint of a *distribution* of lists each with a varying plus or minus value in relation to his requirement.

This fluctuation about the mean—whether we consider it as the chance variation of sub-segments within one list, or as variation among different lists all averaging close to a predetermined requirement — puts a new light on the standard deviation.

This deviation gives you an excellent estimate of the range of values you can expect, when you have only a single "average" return to work with. And it can also give you a very fair working tool to use in picking the worst that can happen to you.

**END OF PART TWO**

The third in this series will appear in the June issue. Featured will be an analysis of a classic case history with the methods outlined here. How to stack mailing odds in your favor. How "safe" can you get?●



# FRONTPORCH SCUTTLEBUTT

The gist of conversation about this and that  
with visitors to the Editor of *The Reporter*

**A LOT OF TALK** recently concerned the anxiously awaited Department of Commerce Report on the impact of higher postage rates. Too big a subject to include in Scuttlebutt, so see my interpretive report on Page 21. Read carefully. One additional suggestion for those who volunteer to testify at rate hearings, or who talk to Congressmen: *Don't be hysterical* in claiming that increased postage rates will put you out of business. Congressmen have heard that plea from every group faced by "regulatory" legislation or "punitive" taxation. Congressmen don't believe these pleas because the final results do not confirm predictions of alarmists.

Base arguments on unfairness of additional inflationary rates; on inaccurate charges against third-class mail; and on spurious "deficit" claimed by the PMG. Emphasize that Summerfield is deliberately trying to decrease the amount of direct mail by over-pricing. Stress: "more mail means more business."

**A PREVIOUS COMMITMENT** to be windup speaker at a three-week advertising seminar for business people, sponsored by the University of Tampa and the Tampa Chamber of Commerce . . . prevented me from attending Direct Mail Day in New Orleans. But after evening, took midnight plane and caught up with Pete (Henry Jr.) and Bob DeLay of the DMAA, who had been traveling the "Day" circuit through Detroit, Tulsa, Houston, Dallas, Fort Worth, Corpus Christi and New Orleans. They stayed over part of a day for confabbing about "problems."

We had a stimulating breakfast at the Roosevelt with oldtimer Jules Paglin. He brought with him several time-worn volumes of DMAA bulletins from the 1920's and early 1930's . . . trying to help in formulating that kind of informative material neophytes need today. Some of the old ideas from the 1920's were wonderful. Of course, times have changed. Back when direct mail was young, everyone was an enthusiastic crusader. Homer Buckley, Charlie Wiers, Bob Ramsey, Tim Thrift, John Howie Wright and others beat the bushes on the ad club circuit, bragging about the wonders of direct mail. The things they praised as being unique and unusual would seem commonplace today. So it's a problem of what material from the "old days" should be revived for the newcomers.

One thing developing from that breakfast pleased me no end. Jules asked if I remembered the wonderful chair copy written in England in the 1920's. Did I remember? The gone-but-not-forgotten Arthur Brayton, once of Marshall Field & Company in Chicago, made it a habit to read some of the chair descriptions in his speeches. I lost track of that copy along the way, but after *The Reporter* got started, I tried to find the author and his writing through friends in England. The young agency man had been killed during the war. No one could find a record of his advertising. And here I was in New Orleans with Jules, who had kept the copy for six of the promotion pieces. The one Arthur Brayton, Jules and I

liked best was:

**"Chair for Gentlemen Intending to Marry—But Not Yet** . . . for evenings between engagements, and on which you aren't engaged . . . for counting your blessings and trying to remember the color of their eyes . . . for feeling relieved that the dance band is as far away as Berlin . . . for the rich and rare enjoyment of a drink you bought yourself . . . for the pleasure of solving a thriller and finding you were wrong. A splendid, utterly selfish chair . . . a chair from which, when the telephone rings, you say: 'No, you come round here.'"

What a brilliant way to breathe life into an inanimate object.

Pete, Bob and I had lunch at famous Brennan's. Nothing quite like it anywhere. New Orleans would be a wonderful spot for a future DMAA convention. Before the traveling ambassadors left for Minneapolis and New York, I gathered that Bob DeLay has the direct mail dollar volume estimating under control. Auditors are revising formula figures, which needed changes in cost and piece percentages due to higher postage rates. Adjustments will follow when 1960 figures are released. DMAA wasn't only association having figure troubles. Associated Business Publications, during first week in April, had to change its 1959 estimate of business paper advertising, which had shown a 2.5% decline from 1958. When estimates were refigured, there was a 2% gain.

My real purpose in going to New Orleans was to attend the annual convention of the Diaper Service Institute. Although held at the Roosevelt, I stayed at the Monteleone in the Vieux Carre, where I could study in peace. It was my second appearance before this Diaper Service crowd. Spent a day-and-a-half analyzing all the promotional material sent to me by the members. I had shocked these same people at their Miami convention, and Secretary John Shiffert thought I should come back and report progress, if any, "Four Years Later."

Well, there has been *group progress*. As a result of previous criticism, the Institute employed Dr. Dichter to make a motivation research. His findings were turned over to Gray & Rogers, who were to plan a public relations program. Later on, Bob Gruver of Seberhagen-Nevin-Gruver, Inc., 1620 Locust St., Philadelphia 3, Pa., was assigned the job of implementing the PR program and writing a series of "how to" booklets for the individual members who financed the research.

I read the material prepared so far . . . and marveled at it. One "how to" manual (#2 in a series of four) tells how to use promotional material to sell diaper services. Mostly it's about all the details of direct mail. It's perfect. Could well be a textbook guide for other specialized industries. After reading this material, I felt maybe I shouldn't have come to New Orleans. The job had been done. But then I started analyzing the current material used to promote individual services. The shock was nearly as great as four years ago. So two days later I appeared as the wind-up speaker and told these friendly people that

everything I could tell them about direct mail was in the #2 "how to" booklet which they had paid for . . . but, I suspected, they just hadn't read.

With few exceptions, letterheads and envelopes were atrocious. Too much flippancy in design when approach should actually be professional . . . a serious subject for an expectant mother. Copy, for most part, overemphasized the negative connotation of soiled diapers, when "a valet service for healthy babies" would create a more attractive picture. I used the quotation Bus Reed gave to the Florida Fruit Shippers: "Last year there were ten million quarter-inch drills sold. Not because people wanted quarter-inch drills, but because they wanted quarter-inch holes."

The diaper people were focusing on the "drills" (diapers) when they should talk about the "holes" (freedom from drudgery, baby's health, etc.). Women want to hear about nice, clean, healthy babies . . . not about soiled diapers. Women want less toil, less worry. It's a wonder I didn't get thrown out of the hall, for I recommended that some of the firms should change their corporate names . . . from cute things like Humpty Dumpty Diaper Service or Di-Dee Service, Rock-a-Bye Didee, etc., to something professional.

I also suggested that most of the owners should throw away their envelopes and letterheads. They spend without much quibbling \$10,000 on a washing and drying machine . . . but balk at paying some professional a fee of \$100 or so for a good letterhead design. Same applies to envelopes. I raised Cain also about using printed, hard-to-read letters in first approaches to an expectant mother; also more "Cain" about male owners signing the letters. The approach to an expectant mother would be far better through a woman . . . preferably a registered nurse. There were other suggestions . . . mostly about copy and neatness . . . but those formulas have been covered many times in *The Reporter*.

At any rate, the annual convention of the Diaper Service Institute wound up without bloodshed. I'd like to see what changes take place in the next four years.

**DURING OFF-MOMENTS** in New Orleans, had time to roam around the city I like best. Avoided the strip joints, but enjoyed walking along Bourbon Street watching younger folks taking in the sights. Old friends, Ed and Tom Monahan, insisted on taking me to Commander's for one of those meals which practically incapacitate you for several hours. They brought along brothers Elbert and Owen Trahant, who manage two of the chain of Richards Variety Stores; also Charlie Kahn Jr., business manager for the owner. Fun to talk to these folks who read *The Reporter* regularly, and who use lots of direct mail to promote their stores.

Last night there, Jules and Polly Paglin took me to a new place way out of town—Massons Beach House.

**WHAT HAPPENED** in the United States Senate for eight or so weeks was a sorry sight for the rest of the world. With nearly everyone I met . . . the question popped up, "What do you think of the civil rights fight?" At times, I was a little bit ashamed to admit I lived in the South. If the eighteen Bible-toting, illogical Southern Senators didn't believe in and fought against "civil rights," then they must favor "civil wrongs" . . . the only semantic conclusion. Why shouldn't the Negro along with all other Americans be protected in their right to vote? The ugly picture of America was further darkened by the reactions to the lunch counter sitdowns. Negroes were arrested for asking for food. A white Northern sociology teacher and eleven white students were arrested and jailed for eating with Negroes during a study tour of

the South.

During all the mess, I thought back to an incident many years ago, to a time when an automobile manufacturer employed a famous expert to find out why sales were dropping so fast. The fee was to be \$30,000. The report and solution consisted of three words . . . ten thousand dollars a word. They were: "Stop hating Jews." Within a few weeks, about 2,500 anti-Semitic plant goons and officials were discharged. Their previous activities were forbidden. Decline stopped. Sales increased. The solution for the sitdown problems of the South didn't need three words. Two would have been enough: "Feed them." The agitation and upheaval would have stopped immediately.

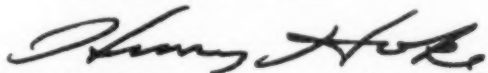
A ray of sunshine broke through the gloom when, on a Sunday evening, Florida's Governor Leroy Collins took to the air and startled the country with the first bit of sense coming from a Southern politician. He claimed a merchant might have a legal right to bar Negroes from eating at his lunch counter . . . but if he advertises and invites everyone to shop in his store . . . if he welcomes Negro purchasers at the jewelry or cosmetic or hardware counters . . . then it is immoral to prohibit their patronage at the lunch counter (possibly just across the aisle). Governor Collins also pooh-poohed the claim of radical segregationists that everything would be all right "if the Negro just stayed in his place." Said Collins, in effect: "Everyone in the world is striving for better things, and we cannot keep that desire from the Negro." During all this miniature revolution, our government seemed more concerned with what was happening to the colored peoples in South Africa than in our own beautiful but bitter South.

Some may say I should not bring up such subjects in a trade magazine . . . but there is a problem here for retailers. Governor Collins pinned it down. If you advertise for business and welcome people to your merchandise counters, it is morally wrong to prevent certain people from purchasing at certain counters. Those who don't appreciate that simple fact are in for future trouble. And manufacturers who don't face the facts of the struggle for equality and the desire for better things will eventually suffer the economic loss of the burgeoning Negro market.

I may be hipped on the subject . . . but I've always claimed that a bitterly prejudiced person cannot be a good advertising planner . . . particularly a direct mail copywriter. I have said it in various ways over the years, but Paul Bringe of Milwaukee did it better in concluding a talk on copy at Anne Smith's FairMail Clinic in Plainfield, N. J. Listen!

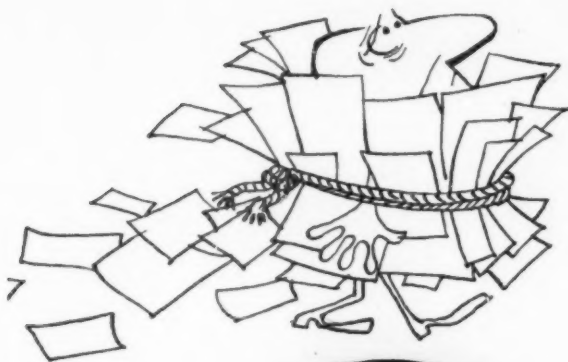
"A good copywriter isn't in love with words, he is in love with people. All kinds of people, everywhere and anywhere. He is intensely interested in people, watches them closely, listens when they talk, lives their bad moments with them and rejoices in their victories. He is so interested in other people he forgets all about himself, his own needs and wants, and after a time he knows why they think as they do. And he recognizes himself in them and knows what they do he is capable of doing whether it is good or bad. The way to write believable copy is to love people. Know what every living person fears, hates, loves and rejoices just as you do. Let everything you write say to your reader, 'I understand you, I have been in your shoes, I can help you, please let me try.'"

That's all the space for this month.



3 Bluff View Drive  
Telephone: JUNiper 4-3848

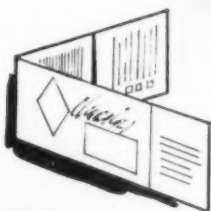
Clearwater, Florida



## all wrapped up in paperwork?

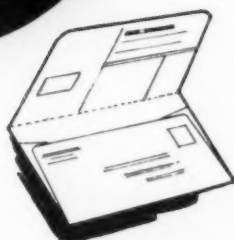
**Cupples-Hesse  
created  
6 ENVELOPES  
that SOLVE a wide  
variety of  
problems**

Take this easy, modern-business way to free yourself from mounting paperwork. Put Cupples-Hesse systems envelopes to work—on your staff! Let them save you both time and money! Call Cupples-Hesse with your problem, and let our Creative Design Department solve it completely and economically.



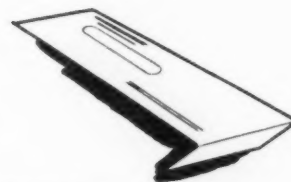
### **BIND IN**

A promotion piece with detachable return envelope is actually bound into catalog or publications reducing communicating cost and speeding return reply.



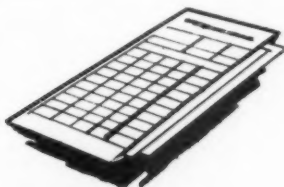
### **FOR SERVICES RENDERED**

A handy envelope that doubles as bill for services rendered and pre-printed remittance envelope. Steps up payments.



### **PAYDAY TIME**

A dependable and confidential way of distributing dividend checks, paychecks or cash. Window allows name of recipient to show through for identification.



### **TALLY-HO,**

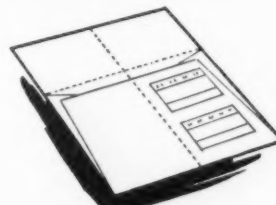
#### **SALES SUMMARY**

Tally envelope for sales personnel, cashiers, etc. A perfect record for daily sales, or envelope for cash receipts. Ideal for any job that notes, accumulates, or reports.



### **PHOTO-FINISH WINNER**

Order and payment all in one. Customer drops exposed film in main pocket, his payment in built-in coin envelope. It's ready to mail.



### **TWIN-VELOPES**

Vital data entered on both envelopes at source of information. Envelopes detached and enclosures sent on separate paths. Greatly decreases paperwork.



**Cupples-Hesse Company**

**Division of St. Regis Paper Company**

ST. LOUIS 15, 4110 N. KINGSHIGHWAY / DETROIT 16, 3635 MICHIGAN AVE. / DES MOINES 13, 1657 E. MADISON AVE.



## International Paper Cut Sizes



# Opens zip-quick!

New Springhill Bond, like all International Paper business papers, comes to you in a handy junior carton with pull-tape opener.

**N**ew Springhill Bond is ream-wrapped and packaged 8½"x11" and 8½"x14" in a junior carton that opens zip-quick. Most International Paper printing papers will soon be available in handy, pull-tape junior cartons. They are ideal for small off-set duplicating presses.

These papers look and feel like premium-grade papers, yet are priced for volume work. They handle well on the press, give excellent printing results, ream after ream.

Ask your paper merchant to show you

samples of International Paper's complete line of business and printing papers.

#### BUSINESS PAPERS

- Springhill Bond
- Springhill Duplicator
- Springhill Mimeograph

#### PRINTING PAPERS

- Springhill Offset
- Ticonderoga Offset\*
- Ticonderoga Text\*
- International Ti-Opake\*

\*Will soon be available in handy pull-tape junior carton.

